

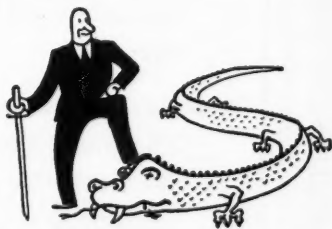
The NATIONAL UNDERWRITER

Life Insurance Edition

"DEAR EDITOR—"

For the past year and a half we've been in regular communication with the nation's editors and newspapermen through our advertisements in three journalistic trade publications... Editor & Publisher, The National Publisher, and The Publishers' Auxiliary. Two typical messages are reproduced here.

The ads are not designed to sell life insurance, but rather, they have a public relations objective. They inform newspapermen of Mutual Life's efforts to offer an ever-improving life insurance service to policyholders and the public.



We Slew a Dragon!

For some time, we've been doing battle with a mythical dragon. And we're glad it's dead, because it plagued our policyholders for years.

There was an old tradition in the life insurance business that whenever a policyholder wished to report a change in status, a notarized signature was required. If he changed his occupation, lost his policy, assigned it for a loan... for any one of a hundred reasons, the policyholder was forced to seek out a Notary Public, to witness and at-

test his signature, before the Company would recognize the change.

Four years ago, we decided to rid our policyholders of this annoying procedure. Gradually we whittled away at the number of notarizations required, until today there is not a single situation in which a Mutual Life policyholder, or his beneficiary, must submit a notarized statement.

We feel sure our policyholders are pleased; and as for us... we are looking for another dragon to slay!

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

34 Nassau Street



New York 5, N.Y.

FOR APOSTLES... their own reward!

The life insurance business has many outstanding "apostles." They are the salesmen whose efforts are devoted to encouraging financial security for millions of American families. We wanted to be sure these apostles had the same security themselves.



So we developed the Mutual Lifetime Compensation Plan, which assures our salesmen a steadily increasing income for a level volume of production, with no additional cost to policyholders. The Lifetime Plan also provides a liberal retirement income.



Now we've added an Insurance Benefit Plan for our salesmen. The Plan includes life insurance... accident and sickness benefits... hospitalization allowance and surgical fees. The cost of the new Plan is shared by the Company and the salesmen.



We believe that this program of security for our salesmen will enable them to provide increasingly better service for our policyholders.

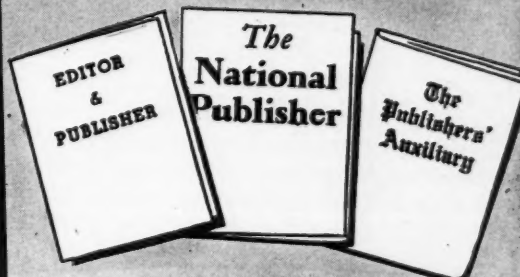
THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

34 Nassau Street



New York 5, N.Y.

Because editors and newspapermen have such an influence on the opinions of other people, we believe that keeping them up-to-date on Mutual Life developments is an important part of a sound public relations program.



Our 2nd Century of Service

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

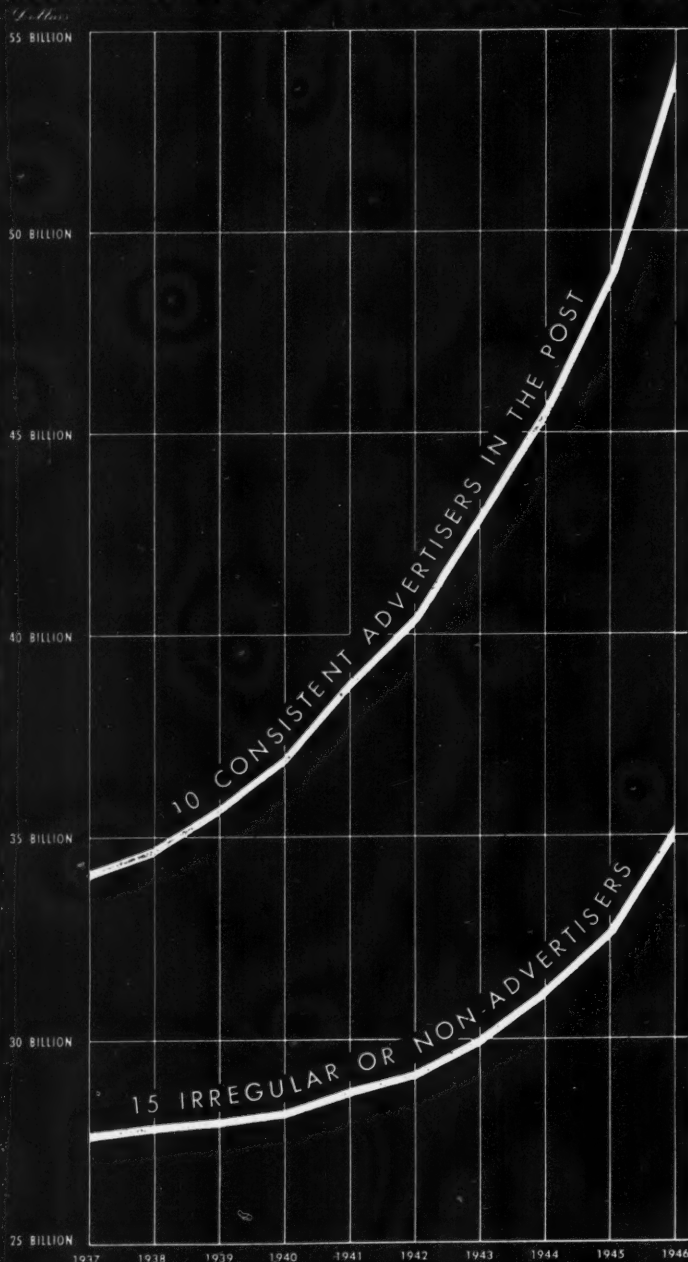
34 Nassau Street
New York 5, N.Y.



Alexander E. Patterson
President

FRIDAY, SEPTEMBER 5, 1947

GRAPH SHOWS THE GROWTH OF ORDINARY LIFE INSURANCE IN FORCE (IN BILLIONS OF DOLLARS) WITH LEADING LIFE INSURANCE COMPANIES DURING 1937 AND THROUGH 1946



For this ten-year period the growth of ordinary life insurance in force among the ten consistent Post insurance advertisers has been almost three times as great as that of the fifteen irregular or non-advertisers.

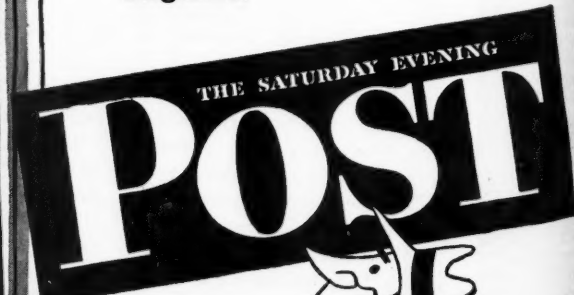
POST ADVERTISING SURE RINGS THE BELL!

THE TOP LINE of the chart shows the score of the ten leading insurance companies that have consistently advertised in The Saturday Evening Post.

It's a clear indication that Post advertising pays off. Successful insurance companies have found that ...

► **Advertisements in the Post reach the best prospects—the people whose education and income are well above average.**

► **Advertisements in the Post get attention. People like to read ads in the Post—far more than in any other magazine.**



**It pays to have the Post
pave the way**

Orr Heads New Life Underwriter Training Council

Intermediate Training Group Presents First Courses This Fall

The Life Underwriter Training Council is the designation for the governing body of the institutional program of agent education and training. Clifford H. Orr, general agent National of Vermont, Philadelphia, was elected chairman at the first meeting.

The council is an independent national organization with headquarters in New York City established and financed by American Life Convention, Life Insurance Assn. of America, Life Insurance Agency Management Assn. and the National Assn. of Life Underwriters. It is governed by an eight man board to which the A.L.C. and L.I.A.A. each appoint one member and the L.I.A.M.A. and N.A.L.U. each designate three members.

The officers of the Life Underwriter Training Council in addition to Mr. Orr, are: Vice-chairman, Vincent B. Coffin, vice-president Connecticut Mutual; secretary, Charles J. Zimmerman, assistant managing director L.I.A.M.A., and treasurer, James E. Rutherford, executive vice-president N.A.L.U.

The council's trustees are Walter E. Barton, manager Union Central, New York (also assistant treasurer of the council); Paul F. Clark, president John Hancock; Mr. Coffin; Roger Hull, vice-president Mutual Life; Mr. Orr; Edward L. Reiley, general agent Mutual Benefit, Philadelphia; E. A. Roberts, president Fidelity Mutual, Philadelphia, and Benjamin N. Woodson, executive vice-president Commonwealth Life, Louisville.

Zalinski Managing Director

Edmund L. G. Zalinski who was selected last April as the director of the joint committee on life underwriter education and training, now the Life Underwriter Training Council, has been given the title of managing director. For six months Mr. Zalinski has been working with N.A.L.U. and the training departments of the various companies, so that the institutional plan will be coordinated with all educational and training activities.

As set forth in its constitution the object of the council is to contribute to the constant improvement of the quality of life selling by engaging in educational and training activities for the agent; cooperating in the educational and training activities of associations, training departments of companies, the American College of Life Underwriters, other institutional groups, recognized educational institutions and others interested, and serving as a clearing house for information on education and training.

The council will shortly present its two year course of training which is designed to fill the gap between company training and the advanced education.

(CONTINUED ON PAGE 28)



E. L. G. Zalinski

Detailed Program for N.A.L.U. Boston Rally

The complete program for the Boston convention of the National Assn. of Life Underwriters, Sept. 6-13, has been released. All sessions will be at the Hotel Statler unless otherwise indicated.

President of the host association is John D. Griffin, who will welcome the delegates at the first general session. Manuel L. Camps, John Hancock Mutual, New York, is program chairman. The complete time-table of events is as follows:

Saturday, Sept. 6

10:00 a. m., N.A.L.U. board of trustees meeting, parlor A.

Monday, Sept. 8

10:00 a. m., N.A.L.U. standing and special committee meetings to be conducted throughout the day.

10:00 a. m., American Society, C.L.U., directors' meeting, parlor F.

12:15 p. m., Women's Quarter Million Dollar Round Table luncheon and annual meeting, Women's City Club, Ruth M. Kelley, Manhattan Life, Detroit, chairman.

2:00 p. m., American College trustees' meeting, parlor F.

6:30 p. m., state association officers' dinner and conference, Georgian room, H. R. Hill, Life of Virginia, Richmond, chairman.

7:00 p. m., American College trustees' and American Society, C.L.U. directors' dinner, parlor B.

9:00 p. m., American Society, C.L.U., directors' meeting, parlor F.

Tuesday, Sept. 9

9:30 a. m., National Council meeting, all-day session, ballroom, N.A.L.U. President Philip B. Hobbs, Equitable Society, Chicago, presiding.

12:30 p. m., American Society, C.L.U., luncheon and annual meeting, parlors B and C, Roland D. Hinkle, Equitable Society, Chicago, president.

6:00 p. m., Women's Quarter Million Dollar Round Table reception and dinner, Georgian room.

6:30 p. m., local association executive secretaries' dinner, parlor D.

7:30 p. m., American College and American Society, C.L.U. dinner and conference exercises, Ballroom; Roland D. Hinkle, presiding. Presentation of diplomas by Dr. S. S. Huebner, president American College. Speaker, D. L. Marsh, president Boston University.

Wednesday, Sept. 10

9:15 a. m., General convention session, ballroom; Jul B. Baumann, Pacific Mutual, Houston, N.A.L.U. vice-president, chairman of the session.

Singing, led by D. E. Sprague, Boston pianist, and E. A. Hoffman, Salem, invocation, Right Rev. W. J. Furlong, chancellor of the archdiocese of Boston. Welcome to Boston, J. D. Griffin, president, Boston association.

Introduction of special guests.

Message of the president, Philip B. Hobbs.

"Echoes of the 1947 Million Dollar Round Table"—Harold S. Parsons, Travelers, Los Angeles, presiding. Ron Steyer, Equitable Society, Los Angeles; D. H. Tompkins, Northwestern Mutual, Charleston, W. Va.; J. M. Hammer, Massachusetts Mutual, Tampa; E. R. Erickson, John Hancock Mutual, Buffalo; F. A. McMaster, Ohio National, Los Angeles; R. P. Burroughs, National Life of Vermont, Manchester, N. H.; J. Renwick Montgomery, Phoenix Mutual, Philadelphia; P. A. Hazard, Jr., New England Mutual, Chicago; V. A. Millett, Northwestern Mutual, Newark; and M. S. Matson, Mutual Benefit, Cleveland.

"Do You Want to Buy a Horse?"—Graham A. Walter, Canada Life, Toronto.

The American College of Life Underwriters, Myrick, second vice-president, Mutual Life, and Chairman of the Board of the American College of Life Underwriters, presiding.

"World Security Through United Effort," Trygve Lie, secretary-general of United Nations.

Thursday, Sept. 11

8:00 a. m., state association executive secretaries' breakfast, parlor D.

9:15 a. m., national sales seminar, ballroom, J. P. Costello, Southwestern Life, Dallas, presiding.

Opening remarks by the chairman.

"The Life Underwriter as a Business Man," Dan A. Kaufman, Northwestern Mutual, Indianapolis.

"Port Buoy on the Mississippi," Lloyd Ramsey, State Mutual, Memphis.

"Characteristics and Mental Attitudes Essential to Success," C. J. King, Mutual Benefit, Kansas City.

"I'm in the Insurance Business," P. M. Mucci, Metropolitan Life, Paterson, N. J. "Get Up on That Trunk," Dick Evans, Massachusetts Mutual, Los Angeles.

9:15 a. m., general agents' and managers' section meeting, ballroom of Copley-Plaza; Osborne Bethea, Penn Mutual, New York, chairman.

Opening remarks by the chairman. Presentation of award for the best article in "Manager's Magazine"—H. Fred Monley, editor, Hartford.

Awarding "Manager's Magazine" trophies—chairman, Osborne Bethea.

"The Agency-Building Process" (a two-man seminar), C. W. Campbell, Prudential, Newark; J. C. Benson, Union Central Life, Cincinnati.

"Guiding Men to Success," H. S. Bell, Equitable of Iowa, Seattle.

9:15 a. m., Women underwriters' section meeting, Georgian Room; Lillian L. Joseph, Home Life, New York, chairman. Greetings from the Chairman.

The theme: "The Universal Need—Life Insurance," Florence S. Johnson, Equitable Society, New York, program chairman.

"Policy Service," Louise S. Kinsberg, Massachusetts Mutual, Chicago.

"Beneficial Short Cuts," Eleanor J. Greene, Beneficial Life, Walnut Park, Cal.

"You Have to Know It to Sell It," Elsie Doyle, Union Central Life, Cincinnati.

"How I Got My First Million on the Books," Winnifred Pickering, Canada Life, Toronto.

"Deflating Inflation,"—Hazel B. Price, Union Mutual Life, Pittsburgh.

"Business That Stays is Business That Pays," Vera Sundelson, Equitable Society, New York.

"Mink Coats vs. Silk Hats," J. Jean Whitfield, New York Life, Cleveland. Summary, Mildred P. Stone, Mutual Benefit, Newark.

9:15 a. m., American Society, C.L.U., forum (round table conference on chapter administration), President R. D. Hinkle presiding, parlor B.

12:30 p. m., general agents' and managers' section luncheon, ballroom. Assembly sponsored by the Atlantic Alumni of the L.I.A.M.A. management schools and the general agents' and managers' section of N.A.L.U. John H. Evans, Home Life, New York, presiding.

"The Management Process," B. N. Woodson, executive vice-president Commonwealth Life.

12:30 p. m., women underwriters' section luncheon, Salle Moderne, Lillian L. Joseph, chairman, presiding.

"Today's Woman—Never Too Young or Too Old," Mrs. Max R. Ulin, Dorchester, Mass.

2:30 p. m., National Council meeting for action on report of the committee on nominations, Ballroom; President Hobbs presiding.

4:00 p. m., American Society, C.L.U., directors' meeting, parlor D.

7:00 p. m., company dinner meetings.

10:00 p. m., president's reception and ball, ballroom.

Friday, Sept. 12

9:15 a. m., general convention session, Ballroom; Manuel L. Camps, John Hancock Mutual, New York, program chairman, Chairman of the Session.

Singing—Led by D. E. Sprague, Boston pianist, and E. A. Hoffman, Salem.

Invocation—Rabbi B. L. Grossman, vice-president Rabbinical Assn. of Greater Boston.

Report of the committee on nominations, W. B. Hardy, chairman.

Report of the committee on resolutions, J. Stanley Edwards, chairman.

Report of the committee on by-laws, E. A. Crane, chairman.

Presentation of membership awards.

"Slow But Sure," Rudolf Leitman, New York Life, Detroit.

"It's the Little Things," Robert W. DePau, Jr., Prudential, Chicago.

"Changed World Conditions Demand New Concepts," Holgar J. Johnson, president Institute of Life Insurance.

1:00 p. m., fellowship luncheon hour, ballroom of Copley-Plaza; C. D. Connell, Provident Mutual, New York, N.A.L.U. immediate past president, presiding.

Invocation—Bishop L. O. Hartman, Methodist Church, Boston area.

Presentation of new officers, trustees, past national presidents, Boston association officers and convention committee chairman.

The John Newton Russell Memorial Award for outstanding service to the institution of life insurance. Presentation of the awards for the years 1942-47, inclusive by John Henry Russell, Los Angeles.

"The Buyer's Market, a Challenge to Performance," Paul F. Clark, president John Hancock Mutual.

Saturday, Sept. 13

9:30 a. m., N.A.L.U. board of trustees meeting, parlor A.

Institute Survey Bares Need for Employee Training

Few Companies Now Conduct Courses For Non-Sales Personnel

A general need for formal education and training programs for the non-sales personnel of life insurance companies is bared by the recently published survey on education and training activities of insurance companies and associations, directed by Richard de R. Kip of the business school of the University of Pennsylvania for the Insurance Institute of America.

Replies received from 209 out of 356 questioned in this survey showed that over three-fourths of the 371 courses offered were for agents. Including courses for managers, supervisors and agents, courses for sales personnel were shown to amount to almost 85% of the total. The companies reporting employed in excess of 250,000 persons, divided between non-sales and sales staffs in the 40-60 ratio. The number of persons trained annually is set by the survey at 25,000, which divides itself between the non-sales and the sales group in an approximate 15-85 ratio.

The survey is scholarly and exhaustive and difficult to summarize, but contains considerable meat and is worth perusal by all those with jurisdiction over company educational policies.

Among the surprising results was the finding by Mr. Kip that out of the 209 companies who replied to the survey, 66 had no formal educational program for either sales or non-sales personnel. Not all of these companies are small, although Mr. Kip notes that in general the smaller the company the less the education is offered.

In the answering group, 74 companies reported no formal activity in the training of agents. Mr. Kip evinces considerable surprise, saying that, "in a sales conscious field, it was not to be expected that so many companies would take so little active interest in developing the persons responsible for their continued volume of new business."

Only 45 companies, many of them large, reported courses for office or non-sales staffs. Companies with approximately 20,000 home office personnel were shown to have no formal training programs for such personnel. Not only are there few courses for home office employees, but there are even fewer offered to non-sales field personnel. A conservative estimate is given that at least 30,000 such personnel go without formal basic orientation in the life insurance business.

Mr. Kip comments that when asked to indicate the courses conducted by other institutions for non-sales personnel, many companies mentioned Life Office Management Assn. and the actuarial bodies. The report points out that these organizations and one or two others are not, in fact, course-conducting educational institutions, but professional organizations that grant certificates based upon completion of examinations.

The project was supervised by a committee of insurance educators including—

(CONTINUED ON PAGE 28)

Million Dollar Round Table List Sets Record

The 1947 Million Dollar Round Table of the National Assn. of Life Underwriters, with 726 of the country's top flight personal producers enrolled, is the largest in its 21-year history, chairman Harold S. Parsons, Travelers, Los Angeles, reports. This year's Round Table includes 241 producing agents who have qualified for the first time, 133 who have qualified for two successive years, 75 who have qualified for three successive years to become life members, 107 life members who have registered for this year's Round Table, and 170 life members who have qualified again this year.

This year's total membership of 726 compares with 525 last year and 468 in 1945. The 1947 membership includes representatives of 76 companies in 40 states and in the District of Columbia. Of this year's members, 27 are located outside of the United States. Five are doing business in Hawaii, 19 in Canada, one in South Africa and one in India.

Advance registrations for the outing and conference of 1947 Round Table at Swampscott, Sept. 5-9, indicate that it will be the largest ever held.

The first-time qualifiers are carried in a separate list for this issue. Others on the roster are:

Life Members

J. Leland Anderson, New York Life, Beverly Hills, Cal.; C. Vivian Anderson, Provident Mutual, Cincinnati; E. H. Bachschmidt, Jefferson Standard, Washington; Paul B. Banks, United Benefit, Philadelphia; Milton M. Bernstein, New York Life, Chicago; Herman A. Binder, Travelers, Miami; R. H. S. Brillante, Franklin Life, Honolulu; Robert W. Brooks, New England Mutual, Erie, Pa.; Philip F. Broughton, Independent, New York; Manning P. Brown, Franklin Life, Philadelphia; Robert A. Brown, Pacific Mutual, Los Angeles; William H. Burns, Independent, Philadelphia; Tressler W. Callahan, Home Life, Boston; Edward Choate, New England Mutual, Los Angeles; Paul F. Clark, John Hancock, Boston; Dana C. Clarke, Independent, New York; Charles E. Cleeton, Occidental, Los Angeles; William T. Cline, John Hancock, Chicago; Herbert F. Cluthe, Northwestern Mutual, Newark; Ralph L. Colby, Franklin Life, Indianapolis; William O. Cord, Fidelity Mutual, Dayton, O.; Lowell D. Crandon, New England Mutual Life, Newark; R. U. Darby, Massachusetts Mutual, Baltimore; Harry I. Davis, Massachusetts Mutual, Atlanta; M. J. Donnelly, Equitable Life, New Castle, Pa.; William M. Duff, Equitable Life, Pittsburgh.

Gerald A. Eubank, Prudential, New York; Harold D. Farber, Security Mutual, Buffalo; H. G. Feldman, Aetna Life, Pittsburgh; F. W. Feikel, American National, Anderson, S. C.; Erwin W. Fenzau, Mutual Benefit, Chicago; Samuel W. Fields, Equitable Life, Philadelphia; S. Henry Foreman, Mutual Life, Chicago; Cecil Frankel, Equitable Life, Los Angeles; Fred S. Goldstand, Equitable Life, New York; Byron S. Griffith, American National, Galveston; James M. Hamill, Equitable Life, San Francisco; Clay W. Hamlin, Mutual Benefit, Buffalo; Henry W. Hays, Massachusetts Mutual, Rochester, N. Y.; Max Hemmendinger, Mutual Benefit, Newark; Ralph H. Henshaw, Independent, Philadelphia; John Hern, Prudential Assurance, Johannesburg, South Africa; William S. Herschman, Northwestern Mutual, Baltimore; Samuel S. Herwitz, Mutual Life, Cincinnati; William C. Hewitt, Northwestern Mutual, Milwaukee; Mrs. Sis Hoffman, Union Central, Cincinnati; J. Frank Holmes, Northwestern Mutual, Indianapolis; Albert Hopkins, Penn Mutual, New York; Lawrence L. Howard, Fidelity Mutual, Boston.

Charles B. Johnson, John Hancock, Boston; J. D. E. Jones, Equitable Life, Providence; Samuel Kahl, Penn Mutual, Chicago; Herbert P. Karlsruher, New York Life, New York; Michael G. Kietz, John Hancock, New York; Frank J. Koors, Northwestern Mutual, Minneapolis; Louis P. Kraus, New York Life, Baltimore; George E. Lackey, Massachusetts Mutual, Detroit; Herman Lasker, Mutual Life, Eau Claire, Wis.; Marc A. Law, Mutual Benefit, Chicago; Ralph G. Lawrence, Acme Mutual Life, San Antonio; John R. Mage, Northwestern Mutual, Los Angeles; Henry M. Meese, Travelers, Davenport; Sigourney Mellor, Independent, Philadelphia; John Morrell, Equitable Life, Chicago; Edward G. Mura, New England Mutual, Kansas City; H. Kennedy Nickell, Connecticut General, Chicago; John E. Norman, National of Vermont, Miami; A. Jack Nussbaum, Massachusetts Mutual, Milwaukee; Ned G. Patrick, Massachusetts

Mutual, Omaha; Henderson L. Peebles, Northwestern Mutual, Charleston, W. Va.; Victor F. Pettrici, Citizens Life & Casualty, Los Angeles; Harry Phillips, Jr., Penn Mutual, New York; Doyt C. Poling, Prudential, Louisville; E. T. Proctor, Northwestern Mutual, Nashville; Phineas Prouty, Jr., Connecticut Mutual, Los Angeles; Charles E. Purdy, Jr., Independent, Minneapolis.

James F. Ramsey, Connecticut Mutual, Chicago; Joseph H. Reese, Penn Mutual, Philadelphia; Charles D. Richardson, New England Mutual, Memphis; Theodore M. Riehle, Equitable Life, New York; Hyman Rogal, Reliance Life, Pittsburgh; Frank G. Rollinger, Independent, Sioux Falls, S. D.; Samuel D. Rosan, Continental Assurance, New York; Louis G. Rude, Mutual Benefit, Newark; Paul J. Sanborn, Independent, New York; Robert Sanders, Business Men's Assurance, San Diego; George H. Schumacher, Massachusetts Mutual, Cleveland; Thomas M. Scott, Penn Mutual, Philadelphia; Albert M. Sheldon, Independent, Minneapolis; Marvin Sherman, Equitable Life, Los Angeles; Leon G. Simon, Independent, New York; Caleb R. Smith, Massachusetts Mutual, Asheville, N. C.; Stuart P. Smith, Connecticut General, Philadelphia; Samuel Soforenko, New York Life, Providence; Harry W. Stanley, Equitable Life of Iowa, Wichita; James M. Stokes, New England Mutual, Philadelphia; J. E. B. Sweeney, Equitable Life, Huntington, W. Va.; Bruce Sweet, State Mutual, Buffalo; Farish F. Talley, Acacia Mutual, Atlanta; Dix Teacher, Kansas City Life, Kansas City; Stanley P. Transe, Penn Mutual, Bethlehem, Pa.; Clem C. Tuggle, Travelers, Atchison, Kan.; Sam R. Weems, Minnesota Mutual, McAllen, Tex.; Russell C. Whitney, Connecticut Mutual, Chicago; Theodore Widling, Provident Mutual, Philadelphia; J. Hawley Wilson, Massachusetts Mutual, Oklahoma City; H. E. Wuertebacher, Penn Mutual, St. Louis.

Life and Qualifying—First Time

Raymond B. Anthony, Equitable Life, Chicago; Harry J. Baker, Bankers National, Boston; Harold L. Barnett, Northwestern Mutual, New York; G. Nolan Bearden, New England Mutual, Los Angeles; Paul Bordlee, Prudential, New Orleans; Thomas R. Bouck, John Hancock, Akron; Aloysius F. Breher, Northwestern Mutual, St. Paul; Jerome M. Breyer, Penn Mutual, San Francisco; Daniel M. Brigham, Northwestern Mutual, Los Angeles; Reed W. Brinton, New York Life, Salt Lake City; John Welburn Brown, Mutual Benefit, Louisville; Nathan H. Burgheim, Northwestern Mutual, St. Louis; George B. Byrnes, Equitable Life, Pasadena; Nicholas G. Caputi, Fidelity Mutual, Providence; Warren E. Clark, Northwestern Mutual, Milwaukee; Ithiel A. Cohn, Reliance Life, Pittsburgh; John B. Costello, Southwestern Life, Dallas; William D. Davidson, Equitable Life, Chicago; Robert A. Davies, New York Life, San Francisco; Donald F. Denton (deceased), Fidelity Mutual, Topeka; Harold T. Dillon, National of Vermont, Atlanta; A. C. Duckett, Northwestern Mutual, Los Angeles; Merton Durant, Canada Life, Toronto.

Edwin R. Erickson, John Hancock, Buffalo; Ben Feldman, New York Life, East Liverpool, O.; Israel C. Feldman, Equitable Life, Philadelphia; Jack Fitch, North American, Montreal; Ken C. Fitch, New York Life, Wichita; Irwin M. Flaster, Penn Mutual, Newark; Alfred E. Gaumer, California-Western States, Red Bluff, Cal.; Joshua B. Glasser, Continental Assurance, Chicago; Russ H. Goodwin, Northern Life, Seattle; George H. Gruendel, Independent, Chicago; John M. Hammer, Massachusetts Mutual, Tampa, Fla.; Sadler Hayes, Penn Mutual, New York; Richard M. Hefter, Northwestern Mutual, Chicago; William C. Hester, Pan-American Life, Jackson, Miss.; Edward C. Hoelscher, Jr., Northwestern Mutual Life, Chicago; Gerald A. Hollman, American National, Norman, Okla.; Harold G. Horn, Business Men's Assurance, Portland, Ore.; Leslie R. Hummel, Prudential, Wilmington, N. C.; Ewen P. Jacobsen, New England Mutual, New York.

Bernard Jaffe, Penn Mutual, San Francisco; Josef E. Josephs, New York Life, Charlotte, N. C.; Isaac M. Kanarish, New York Life, Chicago; Richard J. Katz, Massachusetts Mutual, Rochester, N. Y.; Nate Kaufman, Indianapolis Life, Shelbyville, Ind.; Charles J. King, Mutual Benefit, Kansas City; M. C. Kramer, Union Central, Dallas; Charles E. Laurent, Manufacturers Life, Toronto; Donald E. Leith, New England Mutual, New York; Alfred J. Lewallen, Mutual Benefit, Miami; John L. McCann, Jefferson Standard, Charlotte, N. C.; J. N. McLean, Penn Mutual, Jackson, Miss.; Fred A. McMaster, Ohio National, Los Angeles; Louis E. Madden, Kansas City Life, Milwaukee; Leo C. Mascotte, Lincoln National, Fort Wayne, Ind.; William H. Mountcastle, John Hancock, Honolulu; Jules Nassberg, Connecticut General, New York; Conant M. Ohl,

Northwestern Mutual, Toledo; Arthur F. Priebe, Penn Mutual, Rockford, Ill.

Sidney Rice, Fidelity Mutual, Indianapolis; Geo. Paul Roberts, Massachusetts Mutual, Wheeling, W. Va.; Orlyn N. Robertson, Mutual Life, Santa Ana, Cal.; Edward W. Rosenheim, Penn Mutual, Chicago; John R. Routsong, New York Life, Los Angeles; Lowell P. Schwinger, Northwestern Mutual, Waterloo, Ia.; Wesley S. Shatto, Mutual Life, Monroe, La.; C. Milton Sherman, Northwestern Mutual, Toledo; Adon N. Smith, II, Northwestern Mutual, Charlotte, N. C.; Keith S. Smith, John Hancock Life, Kansas City, Mo.; Wallace N. Watson, Mutual Benefit, New York; C. Ralph Weil, Northwestern Mutual, Cincinnati; Jerry Wertheimer, United Fidelity Life, Dallas; Lawrence Willet, Northwestern Mutual, Atlanta.

Life and Qualifying Members—Repeating

M. Lee Alberts, Equitable Life, Chicago; Edward L. Allison, Northwestern Mutual Life, Tulsa; E. Frank Andrews, Jefferson Standard, Greensboro, N. C.; Daniel Auslander, Massachusetts Mutual, New York; Marsden Austin, New York Life, Chicago; O. Roswell Bagley, Northwestern Mutual Life, Buffalo; Meyer L. Balser, Massachusetts Mutual, Atlanta; Jacques Barr, Mutual Life, Chicago; Myron H. Beitman, Independent, Harrisburg, Pa.; Sanford M. Bernbaum, Penn Mutual, Seattle; Nathan S. Blenstock, Massachusetts Mutual, New York; Morton Bigger, Southwestern Life, Dallas; Stanley A. Borchardt, Northwestern Mutual, New York; W. Lester Brooks, Jefferson Standard, Charlotte, N. C.; Lloyd H. Bunting, Equitable Life, New York; Robert P. Burroughs, National Life of Vermont, Manchester, N. H.; Guy S. Burtis, Connecticut General, Chicago.

Ricard W. Campbell, Fidelity Mutual, Altoona, Pa.; Oscar E. Carlin, John Hancock, Columbus, O.; Thomas K. Carpenter, Northwestern Mutual, New York; Harold M. Charlap, Sun Life, Philadelphia; Quan Lun Ching, Prudential, Honolulu; John E. Clayton, Massachusetts Mutual, Newark; Erle L. Collins, New York Life, San Francisco; James T. Comer, Jefferson Standard, Gastonia, N. C.; Paul W. Cook, Mutual Benefit, Chicago; J. Weldon Currie, New England Mutual, New York; Edwin G. Davis, Manufacturers Life, Los Angeles; R. Earl Denman, Pacific Mutual, Cincinnati; R. W. Dozier, Massachusetts Mutual, Oklahoma City; Leo F. Duax, Equitable Life, Eau Claire, Wis.; Paul H. Dunnavan, Canada Life, Minneapolis; Herman Duval, Northwestern Mutual, New York.

Ernest H. Earley, Northwestern Mutual, New York; William T. Earls, Connecticut Mutual, Cincinnati; Arthur A. Ebenstein, Union Central, Beverly Hills, Cal.; Julius M. Elsendrath, Guardian Life, New York; Frank M. Engle, Northwestern Mutual, Tulsa; Milo H. Evans, Massachusetts Mutual, Cleveland; Frank B. Falkstein, Prudential, San Antonio; David B. Flugelman, Northwestern Mutual, New York; Louis Frank, Independent, New York; Raymond W. Frank, State Mutual, Chicago; Irving Freed, New York Life, New York; Leopold V. Freudberg, Massachusetts Mutual, Washington; Bruce I. Gheen, Mutual Benefit, Cleveland; Adolph E. Gillman, Northwestern Mutual, Baltimore; Edwin T. Golden, New York Life, San Francisco; Howard D. Goldman, Northwestern Mutual, Richmond, Va.; Robert H. Goldsmith, Provident Mutual, New York; Meyer M. Goldstein, Connecticut Mutual, New York; Charles K. Gordy, Fidelity Mutual, New Haven; J. Robert Guy, Northwestern Mutual, New York.

Herman V. Haas, National of Vermont, Cleveland; William B. Hardy, New England Mutual, Cincinnati; Richard A. Harrison, John Hancock, Sacramento; W. Alfred Hayes, Independent, St. Louis; Paul A. Hazard, Jr., New England Mutual, Chicago; Edwin S. Hewitt, Independent, Chicago; Walter N. Hiller, Penn Mutual, Chicago; Robert M. Hirsch, Independent, Chicago; Isidor Hirschfeld, New England Mutual, New York; H. Grace Hunt, Provident Life & Accident, Greenville, S. C.; Emanuel A. Hyman, Mutual Life, Baltimore.

Royce W. Jackson, Massachusetts Mutual, Detroit; Newton H. Johnson, Aetna Life, Toledo; Charles G. Keeher, Massachusetts Mutual, Oakland; John J. Kelam, National of Vermont, New Canaan, Conn.; I. Austin Kelly, III, Northwestern Mutual, New York; Isaac S. Kibrick, New York Life, Boston; Howell A. King, Occidental, Baltimore; Wallace H. King, Mutual Benefit, Lima, O.; Eugene M. Klein, Northwestern Mutual, Cleveland; Jack Lauer, Independent, Cincinnati; Stanley S. Leeds, Equitable Life, Los Angeles; Frederick D. Leete, Jr., Northwestern Mutual, Indianapolis; Edwin M. Lillis, Northwestern Mutual, Erie, Pa.; Maurice Lindner, Travelers, New York; James H. Lipscomb, New England Mutual, Jacksonville, Fla.; Ned C. Litwack, John Hancock, Newark; George J. Lucas, New York Life, Sioux Falls, S. D.

Harry A. McColl, New York Life, Colorado Springs; Frank L. McFarlane, Northwestern Mutual, Cleveland; Willis F. McMartin, Northwestern Mutual, New York; David Marks, Jr., New England

Gets Welcome



Joseph Kirkpatrick, cashier of the New Mexico branch office of New York Life and a member of the national executive committee of the American Legion, is welcomed to New York for the Legion's national convention by Vice-president Dudley Dowell of New York Life. Mr. Kirkpatrick was in charge of the legion's national contests conducted as part of the convention. He is a veteran of both world wars.

Mutual, New York; David Marx, Jr., Massachusetts Mutual, Atlanta; Max M. Matson, Mutual Benefit, Cleveland; R. Clinton Meadows, National of Vermont, Binghamton; Jack N. Meeks, Northwestern Mutual, Columbus, O.; Louis Meister, Mutual Life, Hartford; Rowland F. Mellor, Mutual Benefit, New York; Vincent A. Milet, Northwestern Mutual, Newark; Leo P. Mirsky, New England Mutual, New York; William B. Monroe, Union Central, New Orleans; J. Renwick Montgomery, Phoenix Mutual, Philadelphia; Elmer C. Moore, New York Life, Wichita; Arthur S. Morgenstern, Mutual Benefit, Seattle; Henry G. Mosler, Massachusetts Mutual, Los Angeles; D. L. Myrick, Great Southern, Lake Charles, La.

Howard Neal, Massachusetts Mutual, Los Angeles; Lowell L. Newman, Penn Mutual, Fort Wayne, Ind.; Robert C. Newman, Independent, St. Louis; Francis R. Olsen, Northwestern Mutual, Minneapolis; Gordon D. Orput, New England Mutual, Portland, Ore.; A. J. Ostheimer, 3rd, Northwestern Mutual, Philadelphia; Gerald W. Page, Equitable Life, Los Angeles; George E. Parris, Bankers National, Philadelphia; Harold S. Parsons, Travelers, Los Angeles; Charles E. Peck, Canada Life, Toronto; Clarence E. Pejeau, Massachusetts Mutual, Cleveland; John M. Pfeil, Equitable Life, Pittsburgh; Roderick Pirnie, Massachusetts Mutual, Providence; Robert E. Pletcher, John Hancock, Boston; Richard G. Poldexter, Northwestern Mutual, St. Louis; Jules J. Polachek, New England Mutual, Pittsburgh; Milton R. Pollard, Security Mutual, Milwaukee; C. Lamont Post, Independent, New York; J. H. Prentiss, Jr., New England Mutual, Chicago.

James G. Ranni, Manhattan Life, New York; Robert U. Redpath, Jr., Northwestern Mutual, New York; Fred G. Reed, Independent, Chicago; Harold L. Regenstein, Massachusetts Mutual, New York; A. Everett Riley, New York Life, Kansas City; Harold C. Rose, Northwestern Mutual, New York; Lester A. Rosen, Union Central Life, Memphis; Leon I. Rothschild, Northwestern Mutual, Los Angeles; H. Ben Ruhl, Northwestern Mutual, Detroit; Sidney Salomon, Jr., Independent, St. Louis; Tyler Sawyer, Mutual Benefit, Miami; Charles H. Schaff, Massachusetts Mutual, Rochester, N. Y.; Harry R. Schultz, Mutual Life, Chicago; Sherman O. Schumacher, Provident Mutual, Akron, O.; Julian Schwab, Indianapolis Life, Indianapolis; Herbert J. Schwahn, Northwestern Mutual, Milwaukee; Martin I. Scott, Equitable Life, Los Angeles; Ben H. Sekt, New York Life, Sioux City; Clifford A. Seys, Northwestern Mutual, Grand Rapids; Roy H. Sheldon, Equitable Life of Iowa, Los Angeles; Jacob W. Shoul, Mutual Life, Boston; Lawrence E. Simon, Massachusetts Mutual, New York; Louis K. Sims, New York Life, Los Angeles; Max Slater, Massachusetts Mutual, Boston; Alden E. Smith, Northwestern Mutual, Nashville; Lyle A. Spencer, Equitable Life, 501 Stambaugh Bldg., Youngstown, O.; Loren D. Stark, Connecticut Mutual, Houston; Harry Steiner, Equitable Life, Chicago; Ron Stever, Equitable Life, Los Angeles; George W. Stewart, Penn Mutual, Pittsburgh; Henry C. Stockman, New England Mutual, Newark; Roy E. Stringer, State Mutual, Detroit.

Grant Taggart, California-Western States, Cowley, Wyo.; G. Gilson Terberry, Mutual Benefit, New York; John O. Todd, Northwestern Mutual, Chicago; Wayne M. Trostle, Massachusetts Mutual, Cleveland; T. Westley Tuttle, Northwestern Mutual, Milwaukee; Hal VanCleave, Massachusetts Mutual, Los

(CONTINUED ON PAGE 27)

Complete Program for Claim Men's Annual Parley

Speakers Include

George Avery White, Lon Hocker, Dr. Sprague

Plans for the annual meeting of International Claim Assn. at Swampscott, Mass., on Sept. 14-17 are announced by the chairman of the program committee, John A. Blanchfield of Aetna Life.

The meeting will open Monday morning, Sept. 15, with an address of welcome by Lt. Gov. Arthur W. Coolidge, of Massachusetts, to be followed by the president's address delivered by James N. Cunningham, legal officer of Crown Life, and the annual reports of the various committees. The first morning session will conclude with an address by George Avery White, president of State Mutual Life.

The social program as announced by the chairman of the entertainment committee, John W. Ayer of New England Mutual Life, will occupy the afternoon and will include the golf tournament at Tedesco Country Club and a tour of the historical north shore.

A general business session is slated for Tuesday morning, Sept. 16, in the course of which there will be talks by Lon Hocker, Jr., of the law firm of Jones, Hocker, Gladney & Grand, St. Louis, on "Occupational Interpretation of Disability Clauses," and by Dr. Howard B. Sprague, cardiologist and president of New England Heart Assn., on "The Relationship of 'Coronary' Heart Attacks to Trauma and Strain." A social program for Tuesday afternoon will include a tour through the flower gardens near Swampscott.

The session Wednesday morning, Sept. 17, will be opened with an address by Reinhard A. Hohaus, actuary of Metropolitan Life, on "Social Insurance Plans and Developments" and will conclude with a general business meeting to be followed by election of officers. The meeting will adjourn Wednesday noon.

1,500 Disabled GI's Are Training for Insurance

WASHINGTON—More than 1,500 disabled ex-service persons are training to be insurance salesmen under the vocational rehabilitation act, veterans administration says. Of these, 1,282 are taking on-the-job training, 232 are enrolled in college courses and 50 are studying insurance in non-college business schools and other institutions.

While this training is proceeding a veteran having disability rated at 30% or higher, receives from VA a minimum of compensation and subsistence allowance of \$115 per month, if there are no dependents, or \$135 if there is one dependent. If disability is less than 30% the minimum allowances are \$105 per month, without dependents, \$115 with one dependent. Additional allowances are paid if the veteran has more than one dependent.

The 1,500 figure was arrived at through sampling records of 229,000 handicapped veterans in schools and on-the-job training courses May 1, last.

Launches Christmas Club

Western Life of St. Louis has announced plans for its Christmas Club, running from Sept. 1 to Nov. 15.

For each \$1,000 of business paid-for, the agent is allotted 100 points for Christmas shopping.

Bushnell, Equitable Society Vice-President, Retires

Vance L. Bushnell, second vice-president of Equitable Society for the past 10 years, has retired. He has been ill for some time.



V. L. Bushnell

Mr. Bushnell joined Equitable in 1919 at Indianapolis as an agent, becoming special representative of the group department in Chicago, then sales manager of the group department at the home office. In 1924 he resigned to go with a bank and brokerage house in New York City, later becoming vice-president of Continental Bank & Trust there. In 1938 he returned to Equitable as second vice-president in the agency and group department.

Give Program for Parley of Counsel Federation

The program for the annual meeting of the Federation of Insurance Counsel to be held Sept. 18-19 at New Ocean House, Swampscott, Mass., is announced. Julian B. Humphrey of New Orleans is president. The speakers will be R. M. Nelson, Memphis; J. A. Gerber, New York; S. M. Hollander, Newark; C. G. Ball, Lafayette, Ind.; F. W. Hackett, Montreal; M. T. Pendergast, Boston, and G. H. Tyne, National Life & Accident, Nashville. J. A. Miller of Rochester is secretary.

Pennsylvania Mutual Life has been elected to membership in the Industrial Insurers Conference. This brings the membership to 67.

Speak at Rally



Home office speakers at French Lick regional meeting of Provident Mutual included (front row) P. H. Langner, Jr., assistant medical director; Mrs. Elizabeth Kreider, law department; Dr. E. J. De-wees, medical director; back row, C. S. Davis, assistant manager of agencies; W. E. Creery, associate insurance supervisor; Henry Bossert, Jr., assistant manager of agencies and E. D. Armantrout, associate actuary.

First Tenants in N. Y. Life Fresh Meadows Project

NEW YORK—The first tenants of Fresh Meadows, New York Life's 3,000-unit housing development now under construction in Flushing, Queens, New York city, moved in this week. Twenty families will occupy apartments in the two 13-story buildings, the first to be completed on this site.

The rest of about 600 apartments in these two large buildings will be ready for occupancy during September and October. The development also includes 138 two and three-story garden type buildings, to contain about 2,400 apartments. It is hoped some will be ready before the end of the year.

Five Appointed to Institute's Women's Advisory Committee

Five outstanding life insurance women will join the special advisory committee of the women's division of the Institute of Life Insurance for the coming year. Mrs. Marion Eberly is director of the division. Serving with Dr. Marion Bills, Aetna Life, who continues her membership from last year, the committee will advise on editorial and promotion matters.

The new members are Mrs. Stella Gibbs, Sacramento; M. Helen Hankins, Denver; Charity Kennedy, Indianapolis; Helen A. Pendergast, Baton Rouge, and Alice E. Roché, Philadelphia.

Mrs. Gibbs is agency director of the women's division of California-Western States Life, having developed there her company's preliminary training course for both men and women agents. With Dr. Bills, assistant secretary of Aetna Life, and Miss Roché, she will represent home offices.

Miss Roché, previously field supervisor and now member of the agency department of Provident Mutual, is active in Philadelphia, Pennsylvania and national insurance associations, is a former president of the Philadelphia C.L.U. chapter and originated and executed the first organized direct mail service offered by a life insurance company in the United States.

Miss Hankins of the Eddleblute & Miller agency of Penn Mutual in Denver, is the first woman president of the Colorado State Life Underwriters Assn. and is a past president of the Denver Assn. of Life Underwriters. She entered insurance after a number of years in hospital and nursing school administration. She is chairman of the finance committee of the Denver Y.W.C.A.

Miss Kennedy, life member of the Women's Quarter Million Dollar Round Table, is an agent in the Ernest Crane agency of Northwestern Mutual. She served for five years as member of the women's committee of the N.A.L.U. and was chairman last year of the women's group in Indianapolis.

Miss Pendergast has been a representative of the Mutual Life since 1942, first in New Orleans and then in Baton Rouge. She has been vice-president of the Business & Professional Women's Club of her city, chairman of the public affairs committee and member of the inter-civic council. She has held several offices in the Baton Rouge Assn. of Life Underwriters.

Standard Oil of Indiana Liberalizes Group Annuities with Equitable Society

The group annuity retirement plan which Standard Oil of Indiana has carried with Equitable Society since 1939 has been liberalized, so that annuities received by employees after retirement will amount, including social security to 2% of average pay multiplied by years of service. The percentage has been 1½% or less. Annuities of former employees who participated in the plan before its amendment until their normal retirement are also subject to enlargement.

Under the amended plan, payments of Standard Oil will average \$1.60 for each employee dollar. In order to finance the larger annuities for past service, the company will set aside \$28 million in addition to \$40 million assumed in connection with service prior to 1939 and now largely funded.

Standard of Indiana provides group life through Metropolitan.

H. A. Loewenheim, who has taken over as manager of the uptown New York agency of Home Life will operate from the home office until he is able to obtain office space.

"This Is Our Mission"

Addressing the Penn Mutual's Centennial Convention, Second Vice President E. Paul Huttinger said:

"Life insurance is the keystone of individualism—voluntary cooperation by men and women to establish for themselves their own financial future. Therefore, it ranks as one of the most effective instruments that we know of for preserving freedom or as we call it 'The American Way of Life.'

"American power abroad depends upon unity and domestic tranquility at home and in this tranquility life insurance plays a most significant part. Indeed, our part may be the most important contribution to preserving the 'pursuit of happiness and a decent respect in the opinions of mankind.'

"This is our mission. This is our sales objective. By this means the American Way of Life will succeed through us as the instruments of its message. Perhaps by this means we shall win victory without using the force of arms, and that alternative is well worth our greatest efforts."

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THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Ecker Honored at 80th Birthday by Metropolitan Life

Admitting himself to be an old man on the day that Metropolitan Life set aside to commemorate his 80th birthday, Chairman F. H. Ecker insisted that he had not been old the day before and would not be old the day following.



F. H. Ecker

Still vibrant and alert, Mr. Ecker was eulogized by representatives of various Metropolitan Life organizations before some 600 veterans with 35 years of service from the field and home office, together with officers and administrative personnel. L. A. Lincoln, president of Metropolitan Life, opened the birthday celebration, which had been advanced a few days from the Aug. 30 date, which fell on a week-end.

After Mr. Ecker had received a prolonged, standing ovation, Mr. Lincoln lauded him for his achievements and cited some of the contributions he has made through the years, including 10 years active service as chairman without salary. He told of Mr. Ecker's achievements in the housing field and said that his career after reaching 70 has been one of the most amazing in this country or the world.

Receives Many Gifts

Isadore Tepper, manager, spoke for the Metropolitan Life's Veterans' Assn. and told of the debt many people owed Mr. Ecker as the result of his activities. He then presented Mr. Ecker a bronze plaque which will be placed in the various Metropolitan Life housing developments. F. E. Smith, vice-president; H. E. North, vice-president; G. J. Spahn, second vice-president; Agnes Burns, home office; Commander Paul Rosa, Jr., American Legion; and Third Vice-president W. S. J. Shepherd also spoke and presented gifts which included two trees, one of which, a redwood, will be planted in a Metropolitan housing development in California, and the other an oak, in Stuyvesant Town, New York.

In responding, Mr. Ecker told of the events he had witnessed during his 65

years with Metropolitan. He told of the growth of the company and of the development of the housing projects, and ended his response with his philosophy of life—anyone who makes work of his play is a fool; anyone who doesn't make play of his work is a greater fool.

Souvenir booklets were distributed commemorating the activities of Mr. Ecker.

At 80, Mr. Ecker plays a game of golf that is tough competition for good players half his age.

His reason for continuing to work is simple, although perhaps difficult for some to understand: He likes his work and has always found pleasure in it. But it isn't true that it is all work and no play for Mr. Ecker. In his younger years he took hunting and fishing trips periodically. Before taking up golf his sport was tennis and at one period he spent a great deal of time swimming, and sailing his 40-foot sloop.

Made Study of Golf

When he went into golf he studied books, took professional lessons, analyzed his own tendencies to learn how best to play his shots and became an exceptionally good golfer. At his peak he shot consistently in the high 70's or low 80's. His game is still virtually as accurate as ever, and his only complaint is that his drives aren't as long as they were. This year he won low gross for his age group in the National Senior Assn. tournament.

Before becoming chairman of the board, Mr. Ecker was successively manager of the bond and mortgage division, comptroller, treasurer, vice-president, and president. Since joining the company back in 1883 he has seen it grow to the point where it has \$34 billion of insurance in force on the lives of 32 million persons in the United States.

O. J. Arnold Leads X-ray Drive to New Records

Under leadership of O. J. Arnold, president of Northwestern National Life, Minneapolis has concluded a 16-week community-wide free chest x-ray survey with 306,020 persons, or 74% of the adult population, having had free chest x-rays. Counting x-rays taken by doctors, hospitals, and other agencies, 95% of the adult population are estimated to have had a chest x-ray checkup within the past year, which public health authorities say sets a landmark in public health history.

Final results will not be known for some time, but findings to date show 5,972 men and women with x-ray evidence of tuberculosis, and 4,418 with other chest impairments including enlarged heart, chest cancer, and many others. It is expected that one in 11 of the tuberculosis cases will be found to have the active, infectious form of the disease and will need hospitalization or other medical care, the rest of the 5,972 having arrested or healed tuberculosis.

Hammond Heads Pacific Mutual Big Tree Club

Pacific Mutual Life announces that total membership of its Big Tree Club for 1947 is 572.

Henry T. Hammond of Williamson, W. Va., is president, having placed nearly \$2½ million of insurance in the past year. R. Earl Denman of the Gantz agency, Cincinnati, with more than \$2 million to his credit; Abram L. Geller, Houston, with \$1½ million; C. Porter Hochstadter, Cincinnati; Herbert W. Wiedemann, Columbus, O., and George A. Miller, Beverly Hills, Calif., each with \$1 million of placed business are vice-presidents.

Thirty members of the club have been on its rolls for 20 years or more, with Robert A. Brown, Los Angeles, and Dr. J. B. Wachtel, Oklahoma City, charter members, each having 33 years to his credit. Fred L. Hirsch, Dallas,

and W. Dwight Mead, Seattle, come next with 31 years.

Sterling Takes Exception to Canadian Listing

Sterling of Chicago, having been listed by the Canadian insurance department as one of the companies that solicits business in the Dominion without being licensed, L. A. Breskin, president of Sterling, announces that he has informed Superintendent Finlayson of Canada that Sterling is not and does not intend to solicit and insure risks in Canada, and that its name should never have appeared as being guilty of the practice.

Mr. Breskin states that he has forwarded a statement at the request of Mr. Finlayson to the effect that Sterling has not issued any policies on the lives of residents of Canada for at least 10 years, and that it has no intention of doing so.

Aid Assn. Ohio Meeting

The Ohio Federation of Aid Assn. for Lutherans held its annual meeting at Cincinnati Saturday and Sunday. Alex O. Benz, president of the fraternal, spoke at the dinner Sunday with Carl Geist as toastmaster.

The COMMONWEALTH Commentary

Will You Be at Boston?

To the more than 3,000 life underwriters who will attend the Boston Convention of the National Association of Life Underwriters the Commonwealth sends congratulations on their judgment and foresight.

Just as every field underwriter should be a member of the NALU, so every field underwriter, who can reasonably arrange to do so, should attend the annual convention of that agents' organization.

Now 50,000 strong in membership, the NALU is doing things in a big way — and the Boston convention this month is no exception. The Million Dollar Round Table Hour on Wednesday, September 10, and the National Sales Seminar on Thursday, September 11, will both make the trip worthwhile to every producer in attendance. And those are only two events out of three full days of general sessions!

Commonwealth, like every other company with an alert, progressive agency force, will be well represented. We hope we will be seeing YOU.

Insurance In Force July 30, 1947 — \$324,774,928

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE • MORTON BOYD, President



A MOST IMPORTANT REPORT HAS BEEN RELEASED BY THE WHARTON SCHOOL OF FINANCE. THE SURVEY COVERING THE EDUCATION AND TRAINING ACTIVITIES OF INSURANCE COMPANIES WAS PREPARED FOR THE INSURANCE INSTITUTE OF AMERICA, INC.

MOST SURPRISING is the fact that of the 209 life companies covered, 74 reported no formal training activity. Seventeen reported that they had no agents leaving 57 companies doing little or nothing in the training field.

WE LIKE TO BOAST of the forward looking attitude of our business, of the growth of the professional concept, of service to the public. But as long as 57 companies take training so lightly they do nothing about it, the millenium is a long way off.

IN 1937, THE FIGURE OF 57 WOULD BE IN LINE—BUT IN 1947 IT CERTAINLY IS OUT OF LINE. THERE IS STILL MUCH TO BE DONE.



PAUL SPEICHER
Managing Editor

**THE INSURANCE
RESEARCH & REVIEW SERVICE**
INDIANAPOLIS



Henry L. Maltenfort



Samuel C. Steinman



Lee J. Loventhal, II



Clarence E. Smith



C. R. Robb

Congratulations



Lloyd W. Uebels



Nathaniel H. Seefurth



R. M. Helter



Ben S. McGiveran



Earl Brooder



E. C. Haelscher, Jr.

We are proud...

to honor these eleven leaders
of our agency who have
achieved membership
in The 1947 Million Dollar
Round Table.

John H. Jamison.
Nelson S. Phelps

**JAMISON, PHELPS & ASSOCIATES • 208 S. LA SALLE STREET
CHICAGO, ILLINOIS**
GENERAL AGENTS OF THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY

Leaders Tell Methods at Hancock's Ottawa Meet

Some 143 leading John Hancock agents won the national quality award this year, President Paul F. Clark announced at the agency leaders' meeting of the John Hancock general agents' association, held at Ottawa. It was the largest gathering since the first leaders' convention, held in 1943.

Stating that volume alone is not the only test of an agent's success, Mr. Clark said, "I commend the quality award as a goal worthy of attainment by every life underwriter. Campus training courses, advanced underwriting courses and preparation for the C.L.U. designation are offering better futures to more and more John Hancock men and women who have the vision to find, in constant and personal improvement, a practical way to meet the challenge of constantly changing conditions."

Vice-president C. F. Gay, in welcoming the delegation said there is no bigger job than that of developing the individual agent in knowledge, ability and skill so that the public will accept and approve the economic worth and be

willing to pay for the service the agent performs.

Mr. Gay announced that Keith S. Smith of Peoria led in total volume, Martha H. Boott of Boston led in total premiums; John D. Howell, Gardiner agency, New York City, led in ordinary premiums.

A special breakfast meeting for women agents was conducted by Corinne V. Loomis, associate general agent at Boston.

Must Open Six Cases a Week

To reach his goal in lives and volume Nathan Paulus of Indianapolis finds it necessary to open six cases a week. This means cases opened rather than merely reviewed. A case is opened when he has an admission from the prospect that he has a problem to be solved, confidential family data—ages, interests, approximate income; and his present life insurance policies.

For Mr. Paulus, six interviews usually open six cases, but, says he, "if it takes from 10 to 20 interviews I still

must open up the six cases each week." The ratio of closing interviews to openings is two or three to one. In other words, it takes one opening interview and one or two closing interviews either to write or to eliminate cases.

Results in at Least Two Cases

Mr. Paulus said his normal week will not only see six opening interviews, but six to 12 closing interviews, which on the basis of 33% to 50% closing ratio will result in at least two written cases. Six cases opened per week equals two to three cases closed, which equals 100 to 125 lives. Said Mr. Paulus:

"If I open 300 cases this year, I will have good luck on 100 to 125 and bad luck on 175 to 200. But the only real bad luck that can overtake me is a failure to open those 300 cases!"

Mr. Paulus said that according to his experience the tendency to work in spurts is the greatest single foe of the life underwriter. This tendency leads to irregularity in opening cases, which in turn brings on the "slump" which all life underwriters dread.

He cured himself of what he characterizes as "slump disease" through a weekly work book. On Saturday afternoon or early Monday morning he plans the week's work and then concentrates



Keith S. Smith



P. F. Clark

the rest of the week on his goal of "opening" his six cases. Said he:

"I find that if I open the proper number of cases, my natural interest in doing a job will lead men on through the necessary steps to either closing or elimination. Furthermore the regular opening of a certain number of cases each week assures a constant flow of cases about to be closed, cases at the home office, cases to be delivered, surveys to be completed and new leads secured upon the survey delivery with which to start the cycle all over again for the next week."

"Let the Prospect Tell You"

"Let the prospect tell you," was the advice of Lawrence Klein of Oklahoma City.

"Generally speaking," said Mr. Klein, "men just don't do something which someone else thinks is good for them. I made a big mistake when I started in the life insurance business. I preached. I used to tell men what they ought to do. I tried to tell them what they wanted for themselves and their families."

Mr. Klein has changed his approach now. He asks men about the things they want most for their families and themselves. He gets men to tell him about their hopes and dreams and ideals and aircastrs. He asks them to tell him what their objectives are. In that way he discovers their problems and needs which only life insurance can solve and fulfill.

When he calls on a man and tells him he's in the life insurance business, the prospect usually says, "Mr. Klein, I'm glad you've called but I'm not interested in any more life insurance." He always replies, "I'm not interested in life insurance either unless it will help me secure the things I want more certainly than any other kind of property. Let's not even talk about life insurance; instead, let's talk about the things you want for your family."

Often a man will ask how much Mr. Klein thinks he will need to carry out his plans for his family. "I always throw the problem back into his lap and make him make the decision," he said. "I never let a man forget that it is his family, his plans, his problem, and that I'm just the technician who can help him measure what property will do."

Selling Salary Deduction

In selling a salary deduction plan the executives should be made to feel that installation is easy and will not cause a great deal of disturbance or extra work, said William Hoyer of Columbus. In the solicitation of the franchise it is important that the top men in the company are interviewed and sold well on the idea. In the solicitation of the life insurance itself, he advised selling department heads, foremen and men of similar positions first.

An insurance office in the personnel department makes the sale easier and according to Mr. Hoyer, the idea of having such an office is not too hard to sell management if the help the insurance agent is going to be to the employees is properly explained and sold.

Stating that the salary deduction method of writing of life insurance is, from the agent's standpoint commission-wise, the most remunerative with the exception of pension trusts, Mr. Hoyer said: "The plan of salary deduction to cover a risk appeals not only to the em-

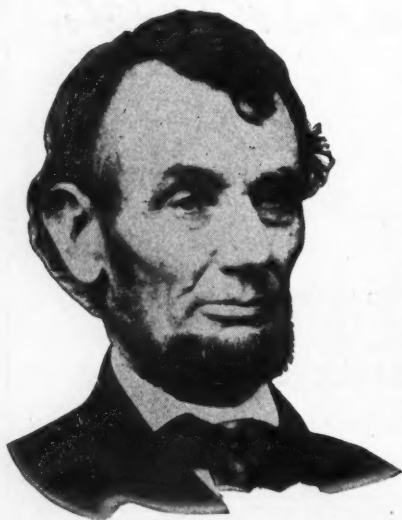
(CONTINUED ON PAGE 24)

On The Way To Promotion

The Lincoln National Life agent with ambition to become a General Agent knows there are opportunities aplenty right with his own company. He knows this because 41 of the Company's General Agents have been promoted from the ranks.

Lincoln National's promotion policy provides another reason why the recent Job Satisfaction Study showed exceptionally high satisfaction among representatives of this Company.

LNL is geared to help its field men.



Its Name Indicates Its Character

The
LINCOLN NATIONAL
LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana

LIFE COMPANIES CONTINUE JOINT ADVERTISING PROGRAM

Widely acclaimed campaign on "Planning for Family Happiness" enters a new year

THE Life Insurance companies and their agents, through the Institute, are continuing their successful program in support of the American family, its health, its financial and emotional stability, and its happiness.

This program, aided by many collateral activities, is providing increasing opportunities for enlarging the fund of public knowledge about the Life Insurance business.

And simultaneously the program is winning still greater good will for the companies and their agents.

Reaching 40 million readers, the program provides tangible evidence of the sympathy and support of such thought leaders as editors, teachers, businessmen and social service agencies.

It reaches the general public, as policyholders and potential policyholders, through a series of timely, authoritative messages on family welfare, constantly made more dramatic, more informative. And the public's interest is *our* interest.

Through this campaign, as well as through the many other activities of the companies and their agents, the Life Insurance business is building good will by contributing to the good management of family affairs.

INSTITUTE OF LIFE INSURANCE
60 East 42nd Street, New York 17, New York

How to meet happiness HALF-WAY!

An authoritative message on how your family can set its goals, and decide what it wants to get out of life...

by MARGARET CULKIN BANNING,
noted Author and Lecturer



Margaret Culkun Banning

HAPPINESS is not just an accident! It can be planned. The family that knows what it wants in life already has taken the first step.

Of course different families want different things...

The young Castles (I've changed these names, of course) spend all the money they can on things for their home! Except for their children, their house means more to them than anything else. Every piece of equipment, from the living-room chairs to the washing machine is a family treasure. They buy books too, and albums of records. They have a charming, convenient house, and they are always thinking of ways to improve it.

The Macknights, who live next door, spend much less on their house. They can't afford it; not and take a trip every year. But they figure that both they and their children will get more from meeting new people and seeing new places than from having extra household comforts.

"It all depends on what you want out of life," the Castles say to the Macknights, arguing in a friendly way about which family gets the most. But they agree, with modern tolerance, that each family should make its own plan, according to the temperament and philosophy of its members.

The only ones who miss out all around are



those couples who never manage to agree on what they want, or what they are working for. Families like that scatter their energy and their money, without ever seeming to have any satisfactions to show for what they spend.

You can't have everything, nor do you want it. In the last ten years, the ambitions of most young people in America have become simpler, and the way they live shows it. Yes the variety of what they want is greater, but the variety of what they want is not so great. They want no more wars. They want to earn security, too... not a million dollars, but

enough money for decent and independent living.

Beyond this, young people seek personal goals of their own. Homes, entertaining, travel, hobbies—none of these goals is new. None of them need shut out all the others. What is new is that many modern young families know that they must make a choice, and organize their lives accordingly.

It may not always be possible to reach one's goal. But in working toward them there is great satisfaction. No goals, children and parents alike, can be reached unless a plan has been made, happiness often comes from the way to meet it!

How to PLAN for Family Happiness

● Planning what you want in life is only part of sound money planning. You'll be more likely to have enough money on hand when you need it, if you'll follow these few simple rules:

FOR TODAY... The first thing, for most families, is to take care of the larger fixed items such as rent, taxes, insurance, mortgage and installment payments, etc.

So start by adding up all your fixed items for the year, divide by 52, and set aside that amount weekly.

Also every family should have a "rainy day" fund equal to at least four weeks' income. Set aside a little every week until you have that much. Then, you'll know how much you can spend for food, clothing, heat, light, amusements, and so forth.

FOR TOMORROW... We live in a changing world. Needs and circumstances change... living costs... taxes. If you have not had your life insurance program reviewed lately, the chances are 2 to 1 that it should be brought up to date.

There are so many ways in which you can use your life insurance, that you should have the life insurance you now own checked to see if it is suited to your needs. This is a service that comes with your life insurance.

The person best equipped to help you with this is the trained life insurance agent. Get in touch with your agent, or your life insurance company. INSTITUTE OF LIFE INSURANCE, 60 East 42nd Street, New York 17, N. Y.

THE LIFE INSURANCE COMPANIES AND THEIR AGENTS

EVERY ADVERTISEMENT IN THE SERIES FEATURES VALUE OF AGENT'S SERVICE!

Each displays standard copy on the usefulness and importance of the agent and his service. And certain advertisements in the series feature the agent. Starting in Sep-

tember, the advertisements appear alternate weeks in more than 370 leading newspapers, and from November through June in five influential farm papers.

New Qualifiers for M. D. R. T. in 1947 Number 241

There were 241 new men who qualified for the Million Dollar Round Table this year, more than the entire number of qualifying members for 1946. The first-timers are:

S. Morris Abramowitz, Reliance Life, Baltimore; David Adelman, Home Life, New York; F. J. Anderholm, Reliance Life, Duluth; Lawrence E. Andersen, Equitable Life, Pasadena; Clinton T. Andrews, Phoenix Mutual, Hickory; William B. Arnold, Northwestern Mutual, Williamsport, Pa.; Irving F. Ash, Mutual Life, Los Angeles; Karl Bach, Penn Mutual, San Francisco; Lawrence E. Balza, New York Life, Green Bay, Wis.; J. Wayland Barnette, Northwestern Mutual, San Francisco; Oliver M. Barres, Northwestern Mutual, Bethlehem, Pa.; Paul R. Behrmann, Connecticut Mutual, Hollywood, Cal.; W. E. N. Bell, Manufacturers Life, Toronto; Walter R. Benz, Penn Mutual, Fort Wayne, Ind.; David G. Berry, Gulf Life, Miami; W. A. Bethune, Jefferson Standard, Charlotte, N. C.; J. Russell Bley, New York Life, St. Louis; Robert L. Blue, Independent, Miami; O. Griswold Boynton, Northwestern Mutual, Providence; Robert C. Bradley, New York Life, Columbus, O.; Eldon G. Bradshaw, New York Life, San Diego; Shirley Brakefield, Pioneer Amer-

ican, Houston; Francis G. Bray, New England Mutual, Houston; Edward J. Brehne, Security Mutual, North Bergen, N. J.; Howard R. Brewster, New England Mutual, Providence; Mrs. Gladys C. Brockus, California - Western States, Corpus Christi, Tex.; John E. Bromley, Massachusetts Mutual, Battle Creek, Mich.; Earl Broder, Northwestern Mutual, Chicago; Harry Broun, Northwestern Mutual, Kansas City; Colin Brown, London Life, London, Ont.; Kenneth G. Brown, Canada Life, Hamilton, Ont.; Royall R. Brown, Northwestern Mutual, Winston-Salem, N. C.; Ray E. Bruce, Metropolitan Life, Charleston, Ill.; C. C. Burnett, Franklin Life, Waco, Tex.; Carl W. Burrows, Occidental Life, Galt, Ont.

Louis F. Calley, New York Life, Charleston, W. Va.; Newton W. Carr, Jefferson Standard, Jackson, Miss.; Robert E. Castelo, Northwestern Mutual, Champaign, Ill.; Harry W. Castleman, New England Mutual, Louisville; Lyle H. Cheney, New York Life, Pasadena; Sheldon B. Christenson, Mutual Benefit, Los Angeles; Edward S. Churchill, Northwestern Mutual, Hartford; Norman C. Cooper, Northwestern Mutual, Greensboro, N. C.; Chauncey D. Cowles, Jr., Northwestern Mutual, Buffalo; Clarence E. P. Crauer, Northwestern Mutual, Poughkeepsie, N. Y.; S. Hume Crawford, Manufacturers Life, Toronto; James B. Crowley, Mutual Benefit, Chicago; Charles A. Cummins, Equitable Life, Chicago; Daniel E. Dean, Equitable Life, Philadelphia; W. R. Denman, American National, Texas City, Tex.; Arnold Domenitz, New York Life, New York; Hugh K. Dougherty, New York Life,

Anchorage, Alaska; Earle Y. Duncanson, Connecticut General, New York; Leonard D. Dye, George Washington, Magnolia, Ky.; G. Wendell Dygert, Northwestern Mutual, Angola, Ind.; Charles H. Earl, government personnel, Mutual Life, Little Rock; Dewey Edson, Northwestern Mutual, Madison, Herman C. Edwards, Equitable Life, Chicago; Sol Elsen, Canada Life, Toronto; Andrew J. Elder, London Life, Toronto; Reginald J. Elliott, T. Eaton Life, Toronto; Richard L. Emerson, Phoenix Mutual, Winchester, Mass.; Herschell Emery, Mutual Benefit, Indianapolis; Fred B. Ensminger, Great-West Life, Ann Arbor, Mich.; Freeman Essex, Northwestern Mutual, Portland, Ore.; Dick Evans, Massachusetts Mutual, Los Angeles.

John H. Fargason, Great Southern Life, Galena Park, Tex.; James L. Feder, Mutual Life, New York; Z. Willard Finberg, Great-West Life, St. Paul; Louis J. Fink, Connecticut Mutual, New York; Mark F. Foster, Security Life & Trust, Greensboro, N. C.; Frank G. Francis, Northwestern Mutual, Wilmington, Del.; Louis Freedenberg, Home Life, New York; Richard G. Fuller, Southwestern Life, Dallas; George M. Galt, Massachusetts Mutual, Pittsfield, Mass.; Abram L. Geller, Pacific Mutual, Houston; Alex Gibson, New York Life, Birmingham; Henry Ginsberg, United Benefit Life, New York; William S. Guber, Southwestern Life, Jacksonville, Tex.; Leo B. Goldberg, Northwestern Mutual, Kansas City; R. Percy Goynne, Mutual Life, Conway, Ark.; Harry Greensfelder, Jr., Equitable Life, St. Louis; H. W. Grosse, Northwestern National, Houston; Ernest D. Haseltine, Jr., Northwestern Mutual,

Haverhill, Mass.; Ralph C. Hewitt, Protective Life, Florence, S. C.; Paul Heymann, New York Life, Providence; Norman R. Hill, Northwestern Mutual, Seattle; C. John Hoffman, Northwestern Mutual, Seattle; Victor D. Holland, Mutual Life, New York; Warren J. Hopwood, Jr., Great-West Life, Winnipeg; Virgil K. Howard, Pioneer American Life, Houston; Willis P. Howard, Life of America, Azale, Tex.; Rodney Hall, Mutual Life Assurance, Toronto; Hugo K. L. Hurrebrinck, Jr., Northwestern Mutual, Baltimore.

Dean Y. Ishil, Prudential, Kapapa, Kauai, T. H.; Gustave Jay, Jr., Independent, Newark; William B. Johnson, American National, Springfield, Mo.; Shelby B. Jones, Northwestern Mutual, Cleveland; Walter W. Jones, Mutual Life, Pomona, Cal.; James P. Joyce, Phoenix Mutual, Holyoke; Elmer A. Junker, New York Life, Modesto, Cal.; Moise N. Kaplan, Prudential, Atlanta; Julius H. Kaplove, Prudential, Union City, N. J.

Dan A. Kaufman, Northwestern Mutual, Indianapolis; Harold C. Kenyon, Home Life, Grand Rapids; Roy V. Kernon, Home Life, Grand Rapids; W. Stewart Kernohan, Manufacturers Life, Toronto; Donald K. Kiesinger, Massachusetts Mutual, Decatur, Ill.; Stephen L. Klarer, Northwestern Mutual, Milwaukee; Alex M. Knapp, Mutual Benefit, Baltimore; Maurice J. Koch, Northwestern Mutual, Cincinnati; Ray H. Kohl, Northwestern Mutual, Pittsburgh; Louis Kohne, New York Life, Ventnor, N. J.; Fred E. Kramer, Ohio National, Erie, Pa.; Robert Kruh, Continental American, Newark.

Lonnie Langston, Southwestern Life, Lubbock, Tex.; Robert A. Lauer, Northwestern Mutual, Cincinnati; James V. Lawry, Northwestern Mutual, San Francisco; William F. Lee, Penn Mutual, Philadelphia; Mrs. R. C. Levy, John Hancock, Dallas; H. R. Lindenberg, Ohio National, York, Pa.; Edwin D. Lonie, Mutual Benefit, Elmira, N. Y.; Lee J. Loventhal, II, Northwestern Mutual, Chicago; Milton A. Lowenberg, Aetna Life, New York; Leo Lucas, Northwestern Mutual, Cincinnati; Harry N. Lyon, Fidelity Mutual, San Francisco; Ralph A. MacGillivray, Northwestern Mutual, Boston; Robert S. McClure, Jr., Connecticut General, Lancaster, Pa.; Hancel M. McCord, Independent, Dallas; J. T. McCreary, New York Life, San Francisco; John L. McDowell, New York Life, New York; Kenneth L. McGooden, Northwestern Mutual, McCook, Neb.; Fred M. McGregor, Mutual Life Assurance, Victoria, B. C.; Walter T. McIntosh, New England Mutual, New York; Alfred E. McNeill, New England Mutual, Pasadena; Bernard R. Madigan, John Hancock, Olean, N. Y.; William L. Mabbach, Connecticut Mutual, Peoria, Ill.; J. Alan Maphis, Equitable Life, Washington; Edward C. Marget, New England Mutual, Boston; Marcus D. Mason, National of Vermont, New York; W. Raymond Massingale, Fidelity Mutual, San Francisco; A. W. Mattenson, Prudential, Chicago; Robert L. Maxwell, Southwestern Life, Dallas; Benjamin E. Micou, New England Mutual, Detroit; Everett C. Miller, Penn Mutual, Denver; George S. Miller, Mutual Benefit, Encino, Cal.; J. D. Mingay, Prudential Assurance, Toronto; Edward J. Mintz, New York Life, New York; Sidney V. Mitchell, Jr., Prudential, Los Angeles; John T. Moffitt, Northwestern Mutual, Ashboro, N. C.; Carl G. Moore, Equitable Life, Pasadena; Guy E. Morrison, Northwestern Mutual, Indianapolis; Mark C. Mueller, Phoenix Mutual, New York; Stanley N. Murphy, Penn Mutual, Natchez, Miss.; Edgar J. Myers, Southwestern Life, Fort Worth.

Graeme D. Nicholl, Manufacturers Life, Colombo, Ceylon; T. Loehi O'Brien, Massachusetts Mutual, Washington; Joseph F. O'Connor, Penn Mutual, Los Angeles; Maurice T. Paine, Massachusetts Mutual, Chicago; H. B. Parker, Franklin Life, Baton Rouge, La.; Nathan F. Paulus, John Hancock, Lafayette, Ind.; W. Henry Pendell, Penn Mutual Life, Saginaw, Mich.; Anthony Peters, John Hancock, Utica, N. Y.; Aubrey Peters, New York Life, Chicago; James H. Peters, Manufacturers Life, Toronto; R. S. Peters, Jefferson Standard, Denver; Albert Phillipson, Northwestern Mutual, West Orange, N. J.; Verne K. Pittsford, Great-West Life, Newark; George E. Plante, John Hancock, Cleveland; Walter T. Pleasants, John Hancock, Peoria, Ill.; Giulo Pontecorvo, Connecticut Mutual, New York; Walter L. Pool, Lincoln National, Norfolk, Va.; H. Frank Pook, New York Life, Kansas City; Wilbur Pratt, Northwestern Mutual, Hartford; Leigh T. Prettyman, Northwestern Mutual, Muskegon, Mich.; A. V. Pritchard, Connecticut Mutual, Memphis; Wm. B. Pryor, Connecticut Mutual, Milwaukee.

George K. Reynolds, Jr., Northwestern Mutual, Lancaster, Pa.; Howard J. Rhoad, New York Life, Boston; M. R. Robbins, Mutual Life, Rocky Mount, N. C.; Winston H. Robbins, Equitable Life, Lafayette, Ind.; Harry M. Roberts, Northwestern Life, Dallas; Duncan S. Robinson, Canada Life, New York; R. Roby, John Hancock, Mansfield, Joe E. Russell, Pioneer American, New

(CONTINUED ON PAGE 28)

PROCTER AND GAMBLE

HAS ALL KINDS OF
"CLEAN-UP PLANS"



Yes! P & G knows the value of variety! For face or flannels, dishes or dresses, hosiery or hair washing ... from scrubbing the floors to brushing the teeth, Procter and Gamble has the answer to every clean up need!



Variety

IS THE SPICE OF LIFE INSURANCE SELLING, TOO!

MULTIPLE LINES

LIFE AND ENDOWMENTS
Annual—Single Premium

SALARY SAVINGS

ANNUITIES
Annual—Single Premium
Immediate & Deferred

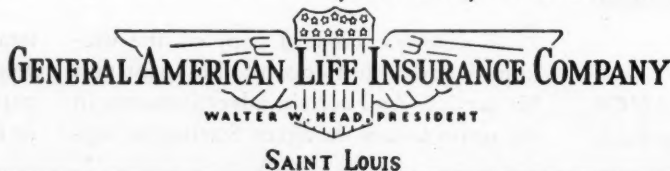
PENSION TRUSTS

GROUP
Comprehensive Coverage

COMM. ACCIDENT & HEALTH
Hospitalization

More variety means more prospects, more prospects mean more sales... that's the advantage of the "full sales kit" of General American Life. No doubt about it, a workman does better with a complete set of tools! That's a good deal of the success story of the General American Life man ... because he's the man with the plan for every need! ... (from "clean-up plan" to a policy for a new-born babe!)

... you're always in business with



SAINT LOUIS

Manufacturers Life Celebrates Its 60th Anniversary

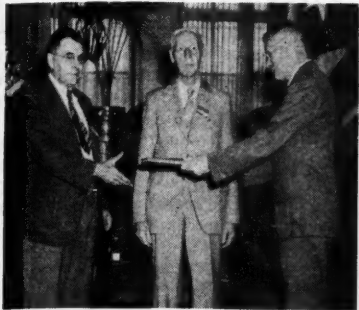
Manufacturers Life celebrated 60 years of continuous growth during its diamond jubilee production clubs conference held in Toronto. Representatives from all parts of Canada, the United States, Great Britain, and the West Indies, together with managers from other foreign fields including South Africa, Egypt, Hong-Kong and Singa-

with token presentations being made by R. E. Dowsett, assistant general manager and secretary, to A. F. Waddell of Stratford, the agent with the longest period of service—53 years—and to J. P. Lyons, advertising manager, the salaried employee longest in the company's service.

This was the first production club

conference since before the war and provided a welcome opportunity for the renewal of old friendships and the making of new ones among the many who were attending their first convention. It was notable, also, because the overseas delegation of 82 was the largest ever to attend a company gathering. Among the interesting personal-

ities present were Lieut.-Col. E. J. R. Mitchell, O.B.E., branch manager at Hong-Kong, who was in command of the Hong-Kong volunteer defense corps during the fighting that preceded the capture of that colony by the Japanese in December, 1941, and S. M. Lowrie, branch manager at Singapore, both of whom spent several years as prisoners



Advertising Manager J. P. Lyons, (left) and Andrew F. Waddell of Stratford (center) receive souvenir histories of the company from Assistant General Manager and Secretary R. E. Dowsett during Manufacturers diamond jubilee conference in Toronto. Mr. Lyons has served the company in its head office since 1903 and now has the longest period of service of any member of the head office staff and Mr. Waddell, with 53 years in the field, has the longest record of any field man.

pore, were present. It was by far the largest gathering in the company's history, with over 400 field men and more than 200 wives present.

Speakers at the business sessions provided a wealth of stimulating ideas on



Claude Turner, assistant branch manager at London, Ont., whose infant son is insured under policy No. 1,000,000 receives congratulations from President M. Ross Gooderham, K.C., of Manufacturers Life, whose father bought the first policy issued by the company in 1887. The picture was taken during the company's recent diamond jubilee convention.

the sale of life insurance under widely varying conditions. Among the highlights of the entertainment program were a garden party on the spacious home office grounds, attended by more than 1,200 people, a trip to Niagara Falls, banquets for both the men and women which were attended by all head office personnel as well as by the visitors, a golf tournament, a tour of the Canadian national exhibition and a concluding grand ball at the Royal York Hotel.

The diamond jubilee occurred in the same year in which Manufacturers Life passed the billion-dollar mark in business in force and in which it issued policy No. 1,000,000. As a souvenir those in attendance were given copies of a newly published history of the company entitled "The First 60 Years,"



"COME RIGHT IN"

BECAUSE every man wants his children to have the best possible chance in life, juvenile and education coverage easily and quickly opens the door to insurance interviews. It is an appeal hard to turn down and quite often the by-product is a sale to an adult.

State Mutual's many life and endowment contracts especially designed to cover juvenile needs start at age 0 and include Return Premium to age 5 and to age 10 and Payor Agreement with death only and death or disability.

An old company with a youthful outlook, State Mutual has in its juvenile contracts a powerful aid for opening sales doors. In the field of juvenile as in others, **STATE MUTUAL IS DOING THINGS.**



A 1947

BEST SELLER

STATE·MUTUAL·LIFE
Assurance Company
OF WORCESTER, MASSACHUSETTS
Incorporated 1844

AN OLD COMPANY WITH A YOUTHFUL OUTLOOK

THE EXTRA MAN IN YOUR ORGANIZATION



No one knows better than the successful broker the importance of the efficient use of time. That is why brokers recognize so quickly the convenience and efficiency of working with Connecticut General and having available all forms of personal insurance from one source. They find that Connecticut General's "extra man" service means prompt help on illustrations of specific contracts and technical information. The broker asks for what he needs and gets it.

He finds that Connecticut General men want to and know how to render a real broker's service. If you haven't tried it, call your nearest Connecticut General office.

**CONNECTICUT
GENERAL**
LIFE INSURANCE COMPANY
HARTFORD, CONNECTICUT



**BETTER SERVICE
THROUGH BETTER MEN**
LIFE INSURANCE, ACCIDENT AND
HEALTH INSURANCE, SALARY
ALLOTMENT INSURANCE AND AN-
NUITIES, ALL FORMS OF GROUP
INSURANCE AND GROUP ANNUITIES

REINSURANCE

LIFE — ACCIDENT — HEALTH

ALLIANCE Life  **INSURANCE COMPANY**

Ray E. Button, Reinsurance Director

Chicago

Provident Mutual Average New Policy Now \$6,800

An average new policy size of \$6,800, a close correlation between applicant's age and size of policy, a highly favorable voluntary terminations record and a new high in percentage of annual premium business were reported by Henry Bossert, Jr., assistant manager of agencies, Provident Mutual Life, in his discussion of company developments at the French Lick regional conference,

Money, and the security it can bring is what we buy and sell, but it is people who effectuate that money. Other businesses owe their successes to their locations, their manufacturing processes, their positions in the competitive market. We owe our success to the greatest commodity of all, the confidence of people."



Chairmen of meetings: Willard Ewing, general agent at Chicago; Vice-president W. K. Wise; A. G. Shoptaugh, general agent at Indianapolis; and W. L. Rotz, general agent at Decatur.

first of a series being conducted by Provident.

"A quarter century ago our average new policy was \$3,200," he said. "A decade ago it was \$4,100. Last year it was \$6,500 and this year it is running at approximately \$6,800. Provident Mutual has one of the largest average policies in the business today.

"There is an interesting sidelight on the average policy. It increases with the age of applicant. At ages under five the average policy last year was \$1,800; at ages 5 to 9 it was \$2,500; it did not get above \$3,500 until the twenties. Between ages 50 to 54 the average reached a peak of \$8,800.

Trend in Persistency

"Another trend is in the persistency of business. Seven years ago our percentage of voluntary terminations was 3.2% of insurance in force and never in the history of the company had it been as low. But each year thereafter until 1945 it kept going lower and lower until it was just a shade more than 1%. Since 1945 it has been rising again, but it is still a very excellent record relative to the experience of the business as a whole."

Mr. Bossert said that another significant fact is that the percentage of annual premium business was never so high as it is today. A normal percentage used to be about 50% to 75%. Today it is at the previously unheard of level of 61%. There is a relationship between this fact and good persistency, he said.

The average annual production of agents is also significant, he said. In 1946 the average for full-time agents who had been licensed 18 months or more was \$170,000. Considering that this included agents of all ages, all degrees of ability, and all types of territory it is a remarkably high average, he declared.

Importance of the Agent

W. Henry Blohm, general agent at Cincinnati, completed the opening meeting with a discussion of the importance of regional meetings based on the importance of the agents who attend them.

"A concrete example of the prestige enjoyed by the insurance man was brought recently to light in a survey conducted to determine what profession stood highest in its service to the community," Mr. Blohm said. "It showed that the life insurance agent had made the greatest increase in prestige during the last 10 years. He now stands among bankers, lawyers, and doctors as a real servant to the people in his community.

"No matter how we look at it, life insurance is essentially a business of people and not a business of things.

CITES NSL LAPSES

W. E. Creery, associate insurance supervisor, assured his listeners that the underwriters were following as closely as possible the advice given them by C. J. Zimmerman of L.I.A.M.A. at a meeting of the Home Office Life Underwriters Assn. to "make decisions promptly, give reasons for decisions, and have confidence in the field force."

Mr. Creery cited the NSLI lapse rate and said the record indicates clearly that unless insurance is intelligently sold to cover a need it will not stay in force no matter how low the premium. The NSLI lapse experience was happening when lapses of private companies were at an all-time low, he pointed out.

S. P. Quarles, general agent at Kansas City, suggested specific methods of keeping a constant supply of prospects in the file.

"Prospecting is the process of locating and meeting the right type of people with whom you can get along; developing your relationship with them to the point that you can induce them to buy life insurance, and maintaining a recorded inventory of progress throughout all stages of the process.

"Being friendly, making new contacts, liking people, and having a sincere in-



Agent speakers included R. T. Wright, Kansas City; S. P. Quarles, general agent at Kansas City; W. R. Moore, Decatur, Ill., agency, and W. Henry Blohm, general agent at Cincinnati.

terest in them is America's greatest national pastime. Everyone spends a considerable amount of time, whether he is in the life insurance business or not, in being sociable. When we make it a chore, it becomes repugnant. Why not simply enjoy this happy privilege to a greater extent in our business life?

Questions for Centers of Influence

"Ask your centers of influence these two questions:

"If you were to enter the life insurance business, on whom would you call your first call? . . . Why would you call on him?"

W. R. Moore, leading producer in the central Illinois territory, also offered some helpful prospecting suggestions.

"To me, there are three indispensable tools for good prospecting: unobtrusive curiosity, centers of influence, and community prestige," Mr. Moore said. "These are the knife, fork and spoon of prospecting.

"I know that in order always to have a hopper full of prospects I must talk to a lot of qualified people. In order to find these people it is necessary to be unobtrusively curious about everything that goes on around me. Remember the legend of Diogenes roaming the streets,

(CONTINUED ON PAGE 25)

Expect Congressional Fight Over Truman Health Cover Plea

WASHINGTON — A battle in Congress is expected as a result of President Truman's Labor Day recommendation of broadened social security and "adequate" health insurance. Said the President:

"Our social security system can and must be broadened by extending its benefits to a greater number. Nor can we long delay, without incalculable loss to the nation, the establishment of an adequate system of health insurance."

A.L.C. to Hear Talk on Atomic Energy and Insurance

"Atomic Energy and the Life Insurance Industry" will be the topic of an address by Norman J. Holter, president of the American Life Convention, at the Edge-water Beach Hotel, Chicago, Oct. 6 to 10. Mr. Holter will speak at the final session, Friday morning.

The first general session of the convention will be held Wednesday morning, Oct. 8, and will be opened by President Dwight L. Clarke, who is president of Occidental Life of California. Then Robert L. Hogg, executive vice-president and general counsel of the convention, will present his annual report. The session will also include an address by the president-elect of the National Assn. of Life Underwriters.

At a luncheon Dr. Henry C. Link, vice-president of the Psychological Corp. of America, will deliver an address on, "How to Sell Americanism to Americans." Among the speakers Wednesday afternoon will be Commissioner Thompson of Oregon, president of the National Assn. of Insurance Commissioners.

Other details of the program will be announced soon by the program chairman, R. B. Richardson, president, Western Life.

Va. Wins "All-Southern Feud" of N. W. Mutual

Virginia won the Northwestern Mutual Life All-Southern Feud this year. This is an annual contest staged during June, July and August to overcome the customary summer slump in production. Tennessee won it last year. The contest is based on number of lives, volume of business and percentage of quota written.

The winning agents of the Virginia agency of W. Tolar Nolley at Richmond were Miss Cara Rovall, Newport News; Howard Goldman, Richmond, and Morris Abernathy, Norfolk. Leaders of the agencies in the four states were to be honor guests of the general agents at a victory meeting at Hot Springs, Va., Sept. 2-6. Home office officials slated to be present were Philip K. Robinson, vice-president, and W. B. Minehan, executive assistant.

Production of the four competing agencies this year surpassed that of many previous years. All the agencies exceeded their quota. Georgia rated second this year. Tennessee was third and North Carolina fourth.

Errors in Bank Loan Article

The article "Bank Loans to Buy Policies Again Popular With Wealthy" in the Aug. 8 issue contained two errors which made some of the computations come out wrong. However, they do not invalidate the attractiveness of the plan described. The example given assumed a bank loan interest rate of 3%. The intended figure was 2%, although even

a rate somewhat higher than 2% would still leave the proposition a profitable one.

The paragraph showing the results of liquidating the outstanding loan at the end of 10 years should have read as follows: "If for some reason the policyholder should want to get out of the plan at the end of 10 years he can liquidate the loan by cashing in the policy and additions and have left approximately \$9,000 of paid up life insurance or cash of approximately \$6,000. On the other hand, should he carry through to age 65 his total paid-up insurance would

then be approximately \$125,000 at which time he could liquidate his loan and have left better than \$30,000 of paid up insurance or approximately \$23,500 of cash with a call on very favorable life income values."

Hear Stephens, O'Connor

Barry B. Stephens and Joseph O'Connor, both of whom have qualified for the Million Dollar Round Table, spoke at a meeting of the Los Angeles Quarter Million Dollar Round Table. Mr. Stephens told of his technique of selling,

his clientele being chiefly physicians, and Mr. O'Connor spoke on his work habits, sources of business and general method of operations.

Considerable discussion developed on the current growth of mass selling. Viewpoints for the against the plan were presented.

At the next meeting, Hugh C. Daugherty will talk on "Mental Attitude" and Sam Neal on "Eighteen Years of Insurance Selling and Servicing in Beverly Hills," covering both general insurance and life insurance.



They brewed independence in the world's biggest teapot

Slowly under the gray November sky came the three dark ships . . . loaded to the rails with tea.

And men of spirit spat as the big anchors splashed into the waters of Boston harbor.

For the tea had a tax on it. Not a big tax. Just a token tax . . . placed there by a British king to prove he could tax Americans if he wanted to.

So the days passed, and the swinging yardarms wrote an insult across the sky: *You are not free!*

And the nights passed, and the masthead lights burned their message over the city: *You are not free!*

At last there came a night when men had had enough of the three dark ships with their bitter cargo.

They swarmed aboard. They dragged the boxes of tea from the holds. They pitched them over the side.

And out with the strong, clean tide went the tea that tried to prove Americans were not independent.

The spirit they brewed there, we keep alive today. We think for ourselves; that was their spirit. We provide for ourselves; that was their spirit. And through savings and life insurance, we try to leave to others the gift of independence which they, back then, left to us.

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

A John Hancock advertisement on Americanism

Lawyer Gives Views on Dealing with Commissioners

NEW YORK—Statements in a recent NATIONAL UNDERWRITER editorial entitled "Dealing With Insurance Commissioners" have prompted Albert Hirst, New York attorney and counsel of the New York State Assn. of Life Underwriters and other insurance groups, to take some exceptions.

The commissioner whose remarks were quoted in the editorial stated that "he would go a long way with anyone who was open and above board and did not try to deceive him."

This is nothing new, Mr. Hirst points out. Everyone knows that it is more effective to make an approach in this way than to try tricks. The only really dumb fellow is the one who is too smart. But if this is true of the layman who is appearing before an administrator, it is also true of the administrator. Why, Mr. Hirst wonders, should the administrator put the burden of being frank and open altogether on a member of the public?

The editorial also stated: "This commissioner regretted when a company

would send a lawyer to his office when the question involved had no legal aspects."

Whether the layman is to be represented by an attorney or not is distinctly something that should be decided by him and not by the commissioner, Mr. Hirst declares. Under the constitution everyone has the right to decide this question for himself. It is the height of impropriety for any official to take the attitude, implied or otherwise, that he will discriminate because the person appearing before him is represented by counsel.

Charges Advantage Taken

On the other hand, "we have had in recent years ample experience with public officials who deliberately discouraged employment of lawyers and then took advantage of members of the public who were unprotected," Mr. Hirst stated. No administrator of justice or administrator of any supervisory department is helped a bit if the public gets the impression that advantage is taken of a

member of the public if he appears without an attorney.

Any public official who tells the public that it should not retain counsel creates a suspicion against himself, Mr. Hirst believes. This is especially true of an insurance commissioner who is of course surrounded by legal talent.

Regarding the question of "political attorneys", no one, insurance company, agent, broker or lawyer likes to hire political counsel, Mr. Hirst said. It is usually done only when the people feel that they need the protection of a political lawyer.

Any commissioner who finds himself confronted frequently by political counsel is automatically suspect, Mr. Hirst declared. Maybe he so behaves himself that people decide they need political counsel for their protection. Such commissioner should search his own heart to see if he has always been fair and impartial and always resisted political pressure, Mr. Hirst suggested.

"As far as I personally am concerned, I frequently deal on behalf of a client with bureaus and departments. I have usually found that I could get along perfectly with officials, not infrequently even in cases where clients had difficulty in getting along with them.

"I have never met a commissioner of the type referred to in the editorial. I have never found a public official who discriminated against a client because he had legal counsel.

Such Comments Frequently Made

"Unfortunately, comments like the ones in the editorial, that the public should not retain counsel, frequently are made by public officials. The organized bar resents all such statements as a slur on the profession and a distinct disservice to the public," Mr. Hirst declared.

"This is a free country," he said. "This means that it is a country where courts enforce the law, and courts cannot enforce the law unless they are advised by skilled counsel, each one representing one side. If the bar is destroyed, the courts are destroyed, and if the courts are destroyed, freedom is gone.

"I would not have commented if the question had been one only of retaining counsel in appearances before insurance commissioners, but the implications of the commissioner in the editorial reflect an attitude altogether too apparent among government department and bureau officials in recent years."

Insurance Case May Touch Off Supreme Court Feud

An insurance case may supply the spark to set off the long dormant feud between Supreme Court Justices Jackson and Black this fall. Like the 1945 portal-to-portal mine pay case which brought Justice Jackson's denunciation of his colleague, this case also involves a suit in which Justice Black's former law partner, Crampton Harris, is interested.

As counsel for Jackson Securities & Investment Co. of Birmingham, Mr. Harris is asking the Supreme Court to review the company's claim that it is entitled to a fee for its services in getting a tenant for the property owned by Prudential. The court is expected to announce at the beginning of its new term in October whether it will grant a review. Prudential's position is that the case presents no question of public importance but involves only the interpretation of specialized contracts between companies.

If the court grants a review and Justice Black refuses to disqualify himself, he may well draw another blast from Justice Jackson.

UN to Seek Insurance Loan

The United Nations will ask American insurance companies for a loan of \$25 million to be used in the construction of the future world capital of the United Nations in New York City.

Institute "Ad" Campaign to Stress Agents' Service

Institute of Life Insurance is extending for another year its family welfare advertising program and will now feature the services of life agents.

First advertisement of the program will appear the week of Sept. 8, with 1,000 line ads scheduled to run in alternate weeks until the first week of June, 1948. These advertisements will be carried in 378 daily newspapers in 232 cities throughout the country. They will appear in cities of 50,000 and over and in those cities of 35,000 and over where there is a local life underwriters association.

The farm audience will be reached by the use of five farm magazines with a combined circulation of 6,800,000. Total circulation of the newspapers and farm papers to be used is about 42,000,000.

The new campaign continues the public service aspects which have evoked enthusiastic comment by leaders in many fields.

"Get in Touch With Agent"

Each in the series, signed by the "Life Insurance Companies and Their Agents," will carry a special message on the theme "How to Plan for Family Happiness," with the agent presented as the best one to turn to for advice and aid in this planning. "The person best equipped to help you with this is the well-trained life insurance agent. Get in touch with your agent, or write your life insurance company," is the concluding statement in each advertisement.

Several advertisements will be devoted entirely to the agent's service in family financial planning.

Agents will have available through their companies reprints of each of the advertisements in the series. These reprints have been used in the past, up to 1 million or more in the case of some advertisements.

Conn. Mutual Apartment Building to Be Larger

HARTFORD — Volume of applications for tenancy in the apartment house being erected for Connecticut Mutual Life has been increasing steadily, although the five-story structure is not expected to be finished before next April. No assignments have been made as yet, according to F. J. Berle, vice-president in charge of mortgage loans.

The projected number of units has been increased from 81 to 84. There have been no delays of any consequence in construction. Local contractors and labor are being used as far as possible, although some mechanics had to be called in from outside areas. The building is to be entirely fireproof, with a brick and limestone exterior. The only apartment house now under construction in Hartford, it will have the most modern conveniences possible and as part of the rental cost, electricity and gas will be furnished by the management.

Habbe with Conference Board

Dr. Stephen Habbe, research associate of L.I.A.M.A., has been appointed senior research specialist with the National Industrial Conference Board, New York City. He is the first psychologist ever employed by the 31-year-old research organization, whose subscribers include 55 life insurance companies. His new duties will involve studies and surveys in problems of business economics and business management.

Dr. Habbe is known for his development of job satisfaction studies among life agents, a project initiated by L.I.A.M.A. Prior to joining the association in 1943 he was with the Department of Justice.

We Asked Ourselves This Question



Just Where Do We Stand On "Agents' Retirement"?



... and decided that the cobbler's children should wear shoes!

WE BELIEVE that the men and women who devote their full time and talents to life insurance selling should have the opportunity to achieve the same degree of financial independence they offer their clients.

Our Agents' Retirement Plan gives more than lip service to this belief. The plan, which is optional, is based upon regular deposits by the agent which are duplicated by the company. Regular retirement income, provided minimum service requirements are met, can start as early as age 55. Lifetime renewals, which continue after retirement, supply additional "take-it-easy" dollars.

Yes, when it comes to the agents' retirement question, we believe that the cobbler's children *should* wear shoes! To further this concept, we'll gladly send details of our own plan to any company which may be considering a similar program.

• This is the fifth in a series of advertisements presenting one company's opinions on the subject of "career underwriting."

California-Western States Life Insurance Company



A Company of CAREER Underwriters * HOME OFFICE SACRAMENTO

L.O.M.A. Program Completed For Annual Convention

The Life Office Management Assn. will hold its annual conference at the Hotel New Yorker Sept. 23-25.

Morning Session, Sept. 24

General chairman, R. C. Knell, vice-president Reliance Life; session chairman, G. C. Clark, associate actuary, Equitable of D. C.

Address of welcome, C. M. Shanks, President Prudential. Presidential address—"The Challenge of the 'New Prosperity,'" H. W. Foss, financial vice-president Equitable of Iowa.

"Training Supervisors Today for the Responsibility of Tomorrow," R. J. W. O'Toole, partner, Edward F. O'Toole and Associates, New York.

Afternoon

Session chairman, I. I. Reeve, planning and coordinating director Pacific Mutual.

"The Law of Intelligent Action," W. J. Reilly, career consultant, New York.

"Organizing and Conducting the Regional Meetings of Policyholders," J. A. Mayer, secretary Penn Mutual.

"Policyholders' Service—Home and Field Office," W. T. Johns, secretary Mutual Life.

Discussion.

Reception and cocktail party.

Morning Session, Sept. 25

Session chairman, P. K. Robinson, vice-president Northwestern Mutual.

"Inspection Techniques and Evaluation of Office Operating Departments," C. B. Laing, second vice-president Prudential.

"Trends in Home Office Buildings—New Structures and Remodelings," A. O. Angilly, consulting architect (insurance buildings), New York.

"Development and Use of a Life Office Business Library," Miss Elizabeth Ferguson, librarian Institute of Life Insurance.

Afternoon Session

Exhibit of office machinery and equipment.

Committee meetings—Accident and health methods and procedures, eastern and midwestern office planning and equipment (joint meeting).

Industrial Seminar

Session chairman, J. E. Rowe, assistant vice-president Metropolitan Life and chairman industrial insurance office methods committee.

"Industrial Office Methods Bulletin," G. C. Clark, associate actuary Equitable Life of D. C. Discussion.

"Branch Office Manuals," C. C. Hamlet, secretary Home Security Life. Discussion.

"Retention of Industrial Policy Records," Frank Plinque, vice-president and comptroller Colonial Life. Discussion.

"Application of Punch Card Accounting Machines," Frank Beebe, general manager industrial policy department, Prudential. Discussion.

"Distribution of General Field Expenses—Departmental and Functional," John Simpkins, assistant manager expense bureau Metropolitan Life. Discussion. Special Exhibit—Industrial Portfolios.

Morning Session, Sept. 26

Session chairman, O. Jennings Davis, secretary National Life & Accident.

"Institutional Research in the Field of Management Techniques," Virgil Jordan, president National Industrial Conference Board. "Developments in Office Methods and Machinery During the Past Year," R. A. Mangini, manager planning department John Hancock Mutual.

"Electronic Sequence Controlled Calculating Machinery, and Applications in Insurance," E. C. Berkeley, chief research consultant Prudential.

"Post-War Problems in Branch Office Operations," G. Egerton Brown, assistant comptroller, Sun Life of Canada. Discussion.

Afternoon Session

Session chairman, R. R. Lounsbury, President Bankers National Life.

"Report of the Clerical Salary Study Committee," L. W. Ferguson, research section field training division Metropolitan Life.

Report of L.O.M.A. Cost Committee: Review of Current Year's Activities, W. J. Adams, chairman, secretary Canada Life; "Premium Collection Costs," George Altken, secretary Great-West Life; "Overall Cost Ratios," Richard Boltsard, president National Guardian Life; "1947 Functional Cost Studies," Policy Issue—Death Claims—Selection," J. McCall Hughes, comptroller Mutual Life; "Manual of Procedure—Life Office Cost Accounting," R. R. Benjamin, assistant actuary Metropolitan Life.

Discussion.

There will be facilities for visits to home offices of member companies in

the New York City area. There will also be a luncheon for wives of members, but in place of a program for that group, a suggested entertainment itinerary will be provided.

Hundreds of sales ideas in *The Accident and Health Bulletin*. Write The A. & H. Bulletins, 420 E. 4th St., Cincinnati 2, Ohio.

Metropolitan Life Reprints L. A. Lincoln Talk

"The Place of Research in American Life," an address which President L. A. Lincoln of Metropolitan Life gave before the San Francisco chamber of commerce May 15, has been reprinted and distributed by Metropolitan Life.

Ohio State Honors Adams

Ohio State Life agencies are conducting a two-month campaign in honor of Claris Adams, president. The campaign

committee is headed by R. G. Leuzinger, Columbus general agent, chairman, and J. Earl Pullen, Toledo, secretary.

Columbus Managers Advance 3

F. W. Merselis, Sun Life of Canada, has been named vice-president and R. P. Stieglitz, New York Life, treasurer, of the Columbus Life Managers and General Agents Assn. V. C. Smith, Equitable Society, has been chosen trustee. Changes were necessary because of the transfer of H. J. Prouty, Travelers, from Columbus to Peoria. He was vice-president.



*Hamburger or Beefsteak
— it's been a
Gay Adventure*

MRS. R. L. BOWMAN

"I have fond memories of that red letter day sixteen years ago when Bob and I packed a few worldly possessions in our decrepit Ford to follow Horace Greeley's advice to the young and ambitious - 'go West'. It was the start of an adventure that has challenged us ever since. We were on our way to a new job - a new life - at San Antonio, Texas.

"Just out of college, and newly married, the depression year of 1931 held small terror because we had the anchorage of a job awaiting us, even though the potentialities were vague.

"Bob's first work assignment was to learn the company's Organized Sales Story ('Granddaddy' of the current edition), while I settled down to learn to cook hamburger fourteen different ways. Good fortune beamed upon us, for Bob's advancement has kept pace with his efforts and ability.

"Three years ago Mr. Greeley made himself heard again and we moved farther West. Bob had been promoted to General Agent at San Francisco. This time we couldn't throw our things into the back of the car, although it was a much larger one. We had to hire a van. Figuratively speaking, Bob dropped into the center of the city and wrote a million of business the first year. So, I didn't have to cook hamburger - the steaks in our larder supplied a more inviting and appetizing repast.

"The years have been good to us. In addition to our material gains we are richer for two redheaded boys, Sandy, who is seven, and Thad, just turned eleven. The boys will enter the Military Academy at Palo Alto this year. Although Sandy shows a slight preference for a career as a fireman, Thad hopes the Academy will offer an insurance selling course. Who knows - the name 'Bowman' may be on the door of the San Francisco Agency for years to come? If either of the boys decides to follow in his Dad's footsteps it will be with Minnesota Mutual. After all, they were brought up in good company.

"I thank whatever gods were watching over our particular destinies in 1931 for guiding us to Minnesota Mutual."

R.L. (Bob) Bowman inherited the "show me" characteristic of his Missouri forebears. His personal experience in the use of Organized Sales Plans has supplied every proof he demanded that these exclusive Minnesota Mutual sales accelerators are the foundation upon which to build a successful life underwriting career. Bob is a Millionaire member of the "M" Club and in 1947 is receiving 10% of his first year commissions in extra CLUB CREDITS as a quality award.

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY
Saint Paul 1, Minnesota

I want to know how Bob Bowman does it. I may be interested.
No obligation to me, of course.

Name _____

Address _____

City _____ Zone _____ State _____

**The Minnesota Mutual
Life Insurance Company**

SAINT PAUL 1, MINNESOTA

Organized 1880

EDITORIAL COMMENT

Two Sides to Every Question

There are always two sides to every question. This is borne out by the comments in the current issue, in which an able member of the New York bar takes exception to an insurance commissioner's reference to attorneys as discussed in a recent editorial.

The other side is that in appearances before insurance commissioners or any other government bureau, whether a man is guilty or innocent, he is appearing in a place that may be unfamiliar to him, under circumstances which are apt to fluster him, and he is often apt to make statements which prejudice his case.

Only the layman can decide whether he wants to be represented by counsel or not, but since there are likely to be two sides to any question brought before a governmental department or bureau, it is hardly within the province of the insurance commissioner to decide that the man or company or organization appearing before him does not need counsel and to imply that there is a prejudice against the layman's case

if he does appear represented by counsel. To say in advance that a matter has no legal aspects is assuming an omniscience even the most capable insurance superintendent is unlikely to possess.

Attorneys believe they can represent the interests of a layman better than he can before a judicial or administrative tribunal where the layman's interests may be in jeopardy. It is their business to know the client's rights and the limits of the tribunal's authority.

Governmental agencies under the New Deal did not like it when members of the public with whom they dealt were represented by lawyers. They had more success with the unrepresented client. Later on when he went to an attorney, his case frequently was so badly messed up that little or nothing could be done. Many of the governmental agencies under the New Deal preferred to pursue their own course and reach their own objectives without interference from lawyers who would have understood and protected their client's rights.

Another Chance to Fight Inflation

This week the government started paying out millions of dollars to redeem the terminal leave bonds held by veterans. The effect of throwing all this money into the economic machine at a time when there is an oversupply of money is bound to be inflationary. If all those having bonds redeem them the available cash would be more than \$2 billion. Most of it would quickly flow into channels of trade.

Travelers "Protection" recommends that agents urge veterans to hold on to their bonds until they need the money for some really useful purpose, such as converting his NSLI into a permanent form or buying a house or setting himself up in business.

In addition to these constructive suggestions made by Travelers, however, it would seem additional life insurance might be a good place to put some of the money. Paying premiums is one form of

spending that is not inflationary. There is an additional by-product, moreover, that should not be overlooked: Every time an agent sits down and does a real selling job, whether he makes a sale or not he adds measurably to the prospect's financial education. Afterward the prospect may sigh for his carefree, irresponsible past, but when he gets through talking with a good agent he has grown up a little, financially. Even if he buys no insurance he is hardly likely to rush out and fling his new-found wealth around with the same unthinking abandon that he would have had he not been subjected to an intensive course in personal economics.

In the aggregate the efforts of life insurance agents should have a beneficial and sobering effect on those who would otherwise unhesitatingly contribute their hard-won dollars to the inflationary spiral.

PERSONAL SIDE OF THE BUSINESS

Harvey B. Apperson, for several years a member of the Virginia corporation commission in charge of insurance, has been named attorney-general of Virginia, succeeding Abram P. Staples, who goes to the supreme court of appeals.

Miss Marilyn Swartzel and Joseph

R. Bixby were married Aug. 28 at St. Andrews Episcopal Church in Kansas City. Mr. Bixby is the son of W. E. Bixby, president of Kansas City Life, and grandson of the late J. B. Reynolds, one of the founders of the American Life Convention. Following a brief

honeymoon trip, the couple will return to Kansas City, where Mr. Bixby will resume his work in the new business department of Kansas City Life.

The achievement of R. O. Browning, agent of Pilot Life at Burlington, N. C., in completing 30

years of consecutive weekly production was the subject not only of a news item but of a lengthy editorial in the Burlington "Daily Times-News". Mr. Browning's record was topped off by writing 30 applications during the final week representing \$60,500 in protection. He and Mrs. Browning were guests at a dinner given by company officials, agents and friends.

Harry J. Stewart, executive vice-president West Coast Life, has been appointed to succeed Arthur S. Holman, retired, as insurance member of the San Francisco city employees retirement system. This system is operated on the same basis as a legal reserve life company and complies with the same requirements. Mr. Stewart, who has been in life insurance all of his business career, both in office and field, is one of the youngest chief executives in the country.

Henry A. Bedell, district manager of Prudential at Union, N. J., was honored there on his 25th anniversary with the company. Joseph F. Kiley, superintendent of agencies at the home office, presided.

Raymond W. Simpkins, agency controller of Connecticut Mutual, heads the budget committee of the Greater Hartford Community Chest. Kenneth R. Lee, assistant treasurer of Travelers, is a member of the committee. Jesse W. Randall, president of Travelers, is chest president.

Louis I. Dublin, second vice-president and statistician of Metropolitan Life, has an article in the September "American Mercury" on "Salvaging Damaged Lives." This is a discussion of the tuberculous, cardiac, blind, mentally afflicted and crippled in the United States and the work that is being done for them by various agencies, private and public, including rehabilitation centers.

John A. Stevenson, president of Penn Mutual Life, has been appointed by Gov. Duff as a member of the committee to cooperate with the joint state government commission in studying educational facilities. The committee will make a survey of education in Pennsylvania and recommend legislation to the 1949 general assembly to improve the state's school system.

Arthur S. Holman, who has just retired as manager of the San Francisco office of Travelers, was guest of honor at a testimonial dinner. His 43 years' service were reviewed and his many contributions to life insurance, plus his service as insurance member of the San Francisco city employees retirement system for the last 25 years. He became known as the nemesis of twisters, rebaters and abstractors and the present high status of ethical practices in California life insurance is largely credited

to his efforts. Phil G. Young, manager Golden Gate agency Metropolitan Life, was chairman.

D. E. Templeton, district manager of Jefferson Standard Life at Bluefield, W. Va., and Mrs. Templeton observed their 35th wedding anniversary at Greensboro, N. C., where they were married.

Sidney W. Souers, retired rear admiral of the navy, named executive secretary of the new national security council by President Truman, was financial vice-president of General American Life before being called to active duty in the navy in the recent war, and still is a member of the board. He served as director of the central intelligence agency and for a time as naval aide to President Truman. In recent months he has been looking after private business in St. Louis and Atlanta.

President Raymond Olson of Mutual Trust Life, who attended the company's agency convention last week at Mackinac Island, has gone on a vacation trip to Wisconsin where he will fish for a week or so.

Howard de Franceaux, Washington manager of U. S. Life, has been appointed chairman for the President's cup regatta grand ball scheduled for Sept. 20 at Hotel Statler.

Joseph W. Hundley of Richmond, Va., recently completed 50 years with Northwestern Mutual Life as an agent there. When he started in most policies were for \$1,000, usually a 20-pay or endowment. Occasionally, he wrote policies ranging from \$2,000 to \$3,000, but rarely anything above those amounts. Though he celebrated his 73rd birthday anniversary July 24, Mr. Hundley says he feels as young as he ever did and that he expects to continue in harness for many years to come.

DEATHS

Martin C. Heinike, 60, who had represented Prudential at Saginaw, Mich., since 1923, died there.

Stricken with a heart attack, Cyrus R. Lund, general agent at Erie, Pa., of Pacific Mutual Life, died suddenly in his home. He had resided in Erie for 30 years and took an active part in civic affairs.

Samuel Dublirer, 57, died unexpectedly in New York City of leukemia. He was supervisor for the W. H. Bender, Jr., agency of National Life of Vermont for the last nine years. Previously he had been assistant manager with Mr. Bender for Equitable Society in New York City for six years. He had been with Equitable prior to that and had been in the business more than 20 years, all of it in New York City. On several occasions he had qualified for the Million Dollar Round Table.

William F. Powers, 56, Plainview, Neb., manager of property in various Nebraska districts for the farm loan department of Travelers since 1930, died at Lincoln.

Mutual Benefit Life will have an exhibit of C.L.U. books and lists at the N.A.L.U. meeting in Boston. It was planned by the insurance group of the Special Libraries Assn.

THE NATIONAL UNDERWRITER

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BRANCH OFFICES IN KEY CITIES

ATLANTA 3, GA.—432 Hurt Bldg. Tel. Walnut 9801. Ernest E. Hess, Southeastern Manager.
BOSTON 10, MASS.—258 Park Square Bldg. Tel. Hubbard 8696. Wm. A. Scanlon, Vice-Pres.
CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2704. O. E. Schwartz, Associate Manager. A. J. Wheeler, Special Representative. L. N. Yelloweas, Advertising Manager.
CINCINNATI 2, OHIO—420 E. Fourth St. Tel. Parkway 2140. Abner Thorp, Jr., Vice-

President. George C. Roeding, Associate Manager; George E. Wohlgemuth, News Editor.
DALLAS 1, TEXAS—802 Wilson Bldg. Tel. Central 5833. Fred B. Humphrey, Southwestern Manager.
DES MOINES 12, IOWA—3333 Grand Ave. Tel. 7-4677. R. J. Chapman, Resident Manager.
DETROIT 26, MICH.—1015 Transportation Bldg. Tel. Randolph 3994. A. J. Edwards, Resident Manager.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg. Tel. Victor 9157. William J. Gessing, Resident Manager.
MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg. Tel. Main 5417. R. W. Landstrom, Resident Manager.
NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; Kenneth O. Force, Associate Editor. Business Dept.—Ralph E.

Richman, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.
PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Tel. Pennypacker 3706. E. E. Fredrikson, Resident Manager.
SAN FRANCISCO 4, CAL.—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Pacific Coast Manager. Guy C. Macdonald, Pacific Coast Editor.



COMPANIES

Petric to Sell Stock

LOS ANGELES—Citizens National Life & Casualty, promoted by Victor F. Pettric has been authorized by Commissioner Downey to sell 20,000 shares of its \$10 par capital stock to Citizens Underwriting Corp. at \$20 per share.

The company has applied for a permit to sell 5,000 additional shares at \$20 per share to net the company \$100,000 additional capital in order to qualify to transact disability insurance.

Mr. Pettric also heads a proposed new fire and general casualty company the name of Citizens General having been approved by the California department.

Hearing on Merger Plan

Superintendent Jackson of Missouri has called for a hearing to be held at 2 p.m. Sept. 8 in the home office of Commonwealth Life & Accident of St. Louis, on the proposed contract under which the company proposes to purchase or reinsure all outstanding policies of National Savings Life of St. Joseph, Mo. Insurance departments of the states in which the two companies are licensed have been notified of the hearing.

State Mutual has entered Arizona, Delaware, Florida and Wyoming.

COMPANY MEN

Hoskins Travelers Head Life Actuary; 2 Others Advanced

HARTFORD—J. E. Hoskins has been appointed actuary of Travelers life department. W. H. Kelton and M. J. Wood have been named associate actuaries. Mr. Hoskins, who has been associate actuary since January, 1945, succeeds H. P. Hammond, who retired Sept. 2.



J. E. Hoskins

Mr. Hoskins joined Travelers immediately after graduating from Harvard University, magna cum laude in mathematics. He was a Phi Beta Kappa. In 1920 he became chief clerk of the life actuarial department and in 1923 assistant actuary.

In his more than 30 years with Travelers, he has become widely known as an authority on aviation insurance. He has served for several years as chairman of the aviation committee of the Actuarial Society of America and of the joint aviation committee of the American Life Convention and the Life Insurance Association of America. A fellow of the Actuarial Society of America since 1920, Mr. Hoskins has served several terms on its council. He is also a fellow of the American Institute of Actuaries.

Career of W. H. Kelton

Mr. Kelton joined Travelers shortly after his return from overseas as a lieutenant in the first world war. He was made assistant actuary in 1925. He is a fellow of the Actuarial Society, a former member of its examination committee, a fellow of the Casualty Actuarial Society, and a fellow of the American Institute of Actuaries. He was recently appointed to a joint committee of the actuarial societies to study disability experience. He was a Phi Beta Kappa at Williams College, and graduated magna cum laude in mathematics and physics.

Mr. Wood, also a Phi Beta Kappa

and a graduate of Williams, magna cum laude in mathematics, entered the actuarial department in 1926. He has been assistant actuary since 1935. He is a fellow of the Actuarial Society and a member of its group insurance mortality and morbidity committee, a fellow of the American Institute of Actuaries, and an associate of the Casualty Actuarial Society. He is a consulting actuary of the New Haven retirement board and a member of the West Hartford pension board.

Harris Now Sales Director for B.A.R.E. of Chicago

George S. Harris, agency supervisor, who has headed General American Life's salary savings department for many years, has resigned to direct sales of both ordinary and group life insurance for Benefit Assn. of Railway Employees, Chicago.

He had been with General American since its organization and prior to that was with Missouri State Life, which he joined in 1932 upon graduation from Northwestern University. Starting as an agency cashier, he soon was assigned to the home office in group and ordinary administration before entering supervisory field work.

R. A. Wilks Chicago Group Supervisor of Metropolitan

Richard A. Wilks has been appointed group insurance supervisor in Chicago by Metropolitan Life. He has been connected with the company since 1934 in various capacities in Kansas City, New York, and Chicago. His headquarters will be in Metropolitan's Chicago group insurance office at 135 South La Salle street.

Banker Heads Southwestern Life's Bond Department

W. P. Hemenway of Dallas has been appointed manager of the bond department of Southwestern Life. He succeeds the late C. E. Wolfe.

Mr. Hemenway has been in investment banking 25 years, the past two as an account executive for Merrill, Lynch, Pierce, Fenner & Beane. He is a Virginian, was educated at West Point, and served in the first world war as a captain.

N. W. Mutual Names Four More Investment Officers

As a result of substantial growth of its security investment portfolio, Northwestern Mutual Life has appointed four additional investment officers, Lester J. Doman, Elmer E. Neick, William F. Morgan and Peter B. Langmuir, each holding the title of assistant director of bond research.

In the past 15 years, the securities portfolio of Northwestern Mutual has expanded by more than \$1.4 billion in asset value, to \$1,766,000,000 on June 30. This expansion has been accompanied by wide diversity of type of investment and a three-fold increase in the number of issues held.

Mr. Doman, after studying accounting and finance at the University of Wisconsin, was employed in the railway bond section of Northwestern Mutual's bond department. In 1930 he took a leave of absence to attend the graduate school of business administration at Harvard University for further studies in railway transportation. He was des-

Midlanders Bat for Steinman

The field force of Midland Mutual is putting on a special campaign in September in honor of George W. Steinman, president, who has been with the company 36 years. The field has been divided into All Stars, Major Leaguers, Minor Leaguers and Sandlotters.



I WONDER WHO'S SELLING HIM NOW?

THE UNDERWRITER who lets some other agent sell Accident and Sickness coverage to his Life policyholder *always* wonders.

He wonders whether his client will realize he did only half a job. He wonders whether the agent who completes the job with adequate disability coverage may also become chief architect of his client's personal insurance program.

Hence Occidental's complete Accident and Sickness line. Hence its combinations of Life with Accident and Sickness protection in complete programs under one premium billing. Hence more profits—present and future—for Occidental underwriters.

They call this "clientele insurance".

OCCIDENTAL LIFE Insurance Company
of California ★ V. H. JENKINS, Senior Vice-President

"We pay lifetime renewals—they last as long as you do"

Announcing

A NEW COMMISSION CONTRACT

- 1. Attractive First Year Commission —**
Graded scale up to 55% for Ordinary Life.
- 2. High Renewal Commissions —**
Vested. Four renewals — 15%-10%-5%-5%.
- 3. Bonus Arrangement —**
Production of over \$175,000 — 10% payable monthly second year.
- 4. Service Fee —**
Beginning sixth year and life of contract — 2% service fee.
- 5. Other Features —**
No production requirement to earn vested renewals. Policies liberal. Life, Double and Triple Indemnity, Non-cancellable Sickness, Health, Hospitalization, and Nurse Benefits.
- 6. Company —**
New Hampshire's only life insurance company. Average size policy issued 1947 — \$5,740. Low terminations. Attractive brokerage arrangements.

For particulars write to WM. D. HALLER,
Vice President and General Manager

UNITED
LIFE AND ACCIDENT
INSURANCE COMPANY

Concord, New Hampshire



igned a specialist by Northwestern Mutual in 1940.

Mr. Neick was graduated from the University of Wisconsin in 1933, having majored in accounting in the commerce course. He went with Northwestern Mutual in 1934 as assistant to Philip K. Robinson, then director of municipal bond research.

Mr. Morgan graduated from the University of Michigan in 1935, getting his M.A. in 1936. Since graduation he has been with an investment counsel firm and trust company in Detroit, and was with the War Department doing renegotiation work 1942-44, after which he was assistant to the comptroller of Fruehauf Trailer Co. He joined Northwestern Mutual in 1945 as an industrial bond analyst.

Mr. Langmuir's father was vice-president in the agency department of New York Life. He received his degree in economics from Yale in 1936. He was employed by F. Eberstadt & Co., New York investment bankers, and in 1943 entered the office of scientific research and development in Washington, D. C., as a special assistant in the engineering and transitions office. In 1945 he became executive assistant to the president of Cleaver Brooks Co., Milwaukee. He joined Northwestern Mutual as an industrial bond analyst last January.

K. C. Foster Named to New Prudential Research Post

Prudential has created the post of director of research in the ordinary agencies department and K. C. Foster has been named director.

Mr. Foster, formerly assistant director of field services in the ordinary agencies department will supervise research in problems affecting agency management. He joined Prudential in 1938 as an agency assistant in the Newark agency. He was transferred to the home office in 1941 and has been since that time with the ordinary agency department staff, except for four years in the army. In the army he served in various capacities including, aide-de-camp and company commander. He also did considerable legal work for the army as trial judge advocate.

A graduate of the University of Maine, class of 1934, Mr. Foster also holds degrees from Columbia and Newark University.

Prudential Shifts Two

Prudential has appointed L. U. Bruce assistant manager of the southern mortgage loan branch at Memphis.

Mr. Bruce was formerly supervising appraiser of the south central branch at

Birmingham.

E. W. May, who has been serving as an appraiser in the Birmingham office, has been appointed as supervising appraiser at Memphis.

Both men are graduates of the Uni-

versity of Alabama, classes of 1924 and 1934, respectively.

Mr. Bruce has been in mortgage work with Prudential since 1935 and Mr. May has been with the company in similar work since 1937.

LIFE AGENCY CHANGES

Prudential Names Two Asst. Managers in Texas

W. G. Rummerfield has been appointed by Prudential as assistant manager in charge of operations in Amarillo, Tex.

Except for two years in the navy, Mr. Rummerfield has been active in the insurance field for the past 10 years.

C. M. Evans has been appointed assistant manager in charge of operations in San Angelo. An alumnus of Paris Junior College and Texas A. & M., Mr. Evans entered the army air corps in 1941. He was discharged early in 1946 as a lieutenant colonel and has since been active in life insurance work.

Manhattan Life Appoints B. F. Wood in Binghamton

B. Frank Wood has been appointed general agent in Binghamton, N. Y. by Manhattan Life. He served as an air forces pilot instructor in the war. He has been a group supervisor for Massachusetts Mutual in New York City. Before the war he was with John Hancock and Travelers in New York City.

Aetna Life Names Bates Birmingham General Agent

Tyler Bates has been appointed general agent for Aetna Life at Birmingham. He succeeds John W. Holmes, resigned.

Mr. Bates graduated from Johns Hopkins University in 1925. He has been in insurance since 1937 and joined Aetna Life organization in 1944 as supervisor in San Antonio. In 1946 he was promoted to assistant general agent.

Mr. Bates served two years as an AAF personnel officer.

E. A. Labry to Pine Bluff

E. A. Labry, formerly of Shreveport, manager of Metropolitan Life, has been transferred as manager to Pine Bluff, Ark. He succeeds R. Wilder, who has been transferred as manager

to Mobile. J. K. Steele succeeds Mr. Labry at Shreveport.

Mr. Labry represented several insurance companies in New Orleans before joining Metropolitan in 1922 as an agent there. In 1924 he was advanced to assistant manager. In 1928 he became manager at St. Augustine, Fla. He was transferred as manager to Shreveport in 1930.

McGinness General Agent

C. R. McGinness, a special representative of Ohio State Life at Gallipolis, O., since April, 1946, has been appointed general agent. He has been one of the company's leading producers of insurance ever since he joined the company. He is a member of the 1947 President's Club and has qualified for the agency convention next spring.

Benson to Atlantic Life

Ralph Benson has been appointed manager for western Maryland by Atlantic Life. His headquarters will be in the Professional building, Rockville. For the last nine years he has been with Continental American Life, the last three as manager of the District of Columbia office. Before that he was for many years with Equitable Society in Montgomery county, Md.

Opens Worcester Office

Prudential has opened office in Worcester, Mass., to service that city as a branch of the Springfield agency. Alfred L. Caisse, former assistant manager at Springfield, will direct the new office. He joined Prudential in 1946.

Opens Vancouver Office

Loyal Protective Life has opened a western Canadian divisional office at Vancouver, B. C. W. R. Fisher is general agent in charge.

David S. Nectow has resigned as assistant manager at Portland, Me., of Metropolitan Life after 23 years service. He will enter business with his son, Harold M. who operates a children's shoe store.

MANAGERS

G. H. Campbell Heads Little Rock Managers

G. H. Campbell of Campbell & Vineyard, general agents of Aetna Life, has been elected president of the Little Rock General Agents & Managers Assn. Vice-president is Graham Smith, Jefferson Standard; secretary - treasurer, Don Bray, Union Life; directors, Larkin Wilson, Equitable Society, Allan Gates, Penn Mutual, and W. T. York, National Life & Accident.



G. H. Campbell

Mr. Campbell succeeds N. E. Lusk, Metropolitan Life, who recently moved from Little Rock.

Hinkle Chicago Speaker

Roland D. Hinkle, Equitable Society, president American Society of C.L.U., will address the Life Agency Supervisors Club of Chicago Sept. 18.

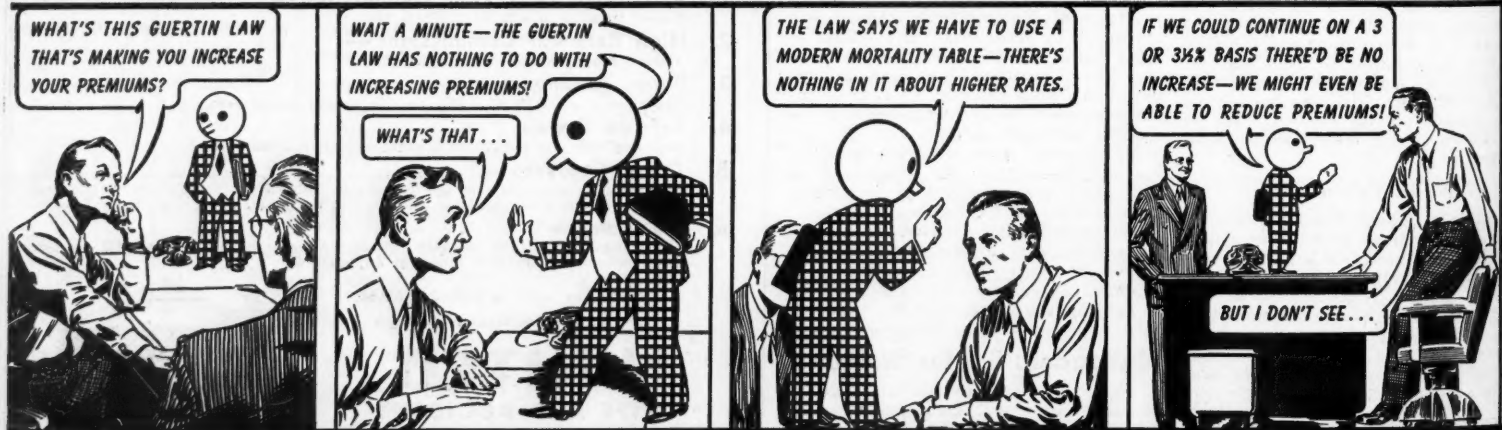
To Hear VA Officer

Gerald E. Beatty, regional insurance officer of veterans administration, will speak at a meeting of the Life Agency Cashiers of Chicago Sept. 16. He is associated with the E. W. Hughes agency of Massachusetts Mutual Life.

Gives Factors in Selling

The Austin (Tex.) Life Agency Cashiers Assn. heard Huffman Baines, Southland Life, review the factors in selling life insurance. He placed first the motivation of the agent through his love for his family and the desire to provide for them adequately, then planning work, prospecting and closing. Planning pays dividends, he declared. Then a man must know how to make contacts to develop prospects. He picks up one man each morning to take him to the business section of the city, and when he goes into a restaurant for coffee or lunch, he makes it a point to get acquainted with the man near him. In connection with closing he stressed letting the prospect talk so that his desires and needs may be fitted and the business will persist.

ADVENTURES OF JOHNNY GRAPH-ESTATE THE CASE OF THE MISINFORMED PROSPECT ... by the GUARDIAN



ACCIDENT AND HEALTH

Trend Toward Compulsory Disability Laws Reviewed

LOS ANGELES—President Ralph W. Smith of Unity Mutual Life & Accident, speaking before the Los Angeles Accident & Health Underwriters Assn. on "The Trend Toward Compulsory Disability Programs," reviewed the fight to keep the state of California from adopting any kind of socialized compulsory state program of health or disability plan which would constitute competition. He said the battle is over and the other side has won the first round, because there has been enacted a law under which the state is operating as a competitor in the accident and health insurance business. He added that "it is going to require continued vigilance on our part to keep this state program limited to its present coverage."

He also covered the bills in Congress to broaden the social security act and said accident and health interests must continue to fight against programs of this nature, which "encroach on our business."

Perego Heads Wisconsin State A. & H. Association

MILWAUKEE—Alfred K. Perego, Milwaukee general agent of Wisconsin National Life, has been elected president of the newly organized Wisconsin Assn. of Accident & Health Underwriters. The state organization was formed July 28 at a meeting in Madison of representatives from some 15 cities throughout the state and sponsored by the Milwaukee and Madison locals. At that time O. J. Breidenbaugh, executive secretary of the National association, attended to assist in the work. Charles B. Stumpf, Madison, second vice-president of the National; E. H. Mueller, Milwaukee and Madison, past national president, and Carl A. Ernst, Milwaukee, president and national executive board member, were named as a planning committee.

This committee has now selected the following officers, in addition to President Perego: Secretary, Leo E. Packard, Milwaukee, Loyal Protective Life; treasurer, Clifford C. Raisbeck, Milwaukee, Great Northern Life; regional vice-presidents, Joseph Baer, Wisconsin National Life, Madison; Harry G. Bronson, Paul Revere Life, Wausau; Walter Dopke, North American Life & Casual-

ty, La Crosse; Francis Quade, Paul Revere Life, Eau Claire, and Herbert A. Quist, Business Men's Assurance, Green Bay.

Directors are: Grant Nault, Old Line Life, Fond du Lac; Brace M. Stahl, Great Northern Life, C. B. Stumpf, Illinois Mutual, and Oscar Thoni, Federal Casualty, Madison; C. A. Ernst, North American L. & C., E. G. Malone, Time, E. H. Mueller, Stanley Olyniec, Washington National, and Harold E. Kasche, Aetna Life, Milwaukee.

The first meeting of the new officers will be held in Madison, Sept. 15, when plans will be made to build a strong state organization.

Schnoll Milwaukee Speaker

MILWAUKEE—At the first fall meeting of the Accident & Health Underwriters of Milwaukee, James Schnoll, Security Mutual Life, spoke on "How Accident and Health Leads to Life Sales." Alfred Perego, Wisconsin National Life, spoke briefly as president of the new Wisconsin state association.

Pacific Mutual Up 18%

Pacific Mutual Life gained 18% in paid production in its commercial accident and health department for the first eight months.

Give Cal. State Program

LOS ANGELES—Tentative program for the 1947 convention of the California Assn. of Accident & Health Managers Clubs here Oct. 24 has been announced by President Walter E. Mast, of Continental Casualty.

There will be a morning session for managers at which time the new officers of the state association will be chosen and, following a luncheon, an afternoon session devoted to field and managerial affairs. The annual dinner will be held at the Biltmore Bowl in the evening.

A. & H. Underwriters to Meet

The home office accident and health underwriters round table of Chicago will hold its first fall dinner meeting at the Bismarck Hotel Sept. 25 at 6 p.m. Don Compton, Combined Mutual Casualty, will be chairman for this meeting. The chairmanship will rotate monthly.

Write more accident business by subscribing to The Accident & Health Review, \$2 a year, 175 W. Jackson Blvd., Chicago.

ASSOCIATIONS

Name D. L. Myrick to Form Quarter Million Group in La.

D. L. Myrick, Great Southern Life, Lake Charles, has been named chairman of the Louisiana State Life Underwriters Assn. committee for the organization of a state Quarter Million Dollar Round Table. Mr. Myrick is a qualifying and life member of the Million Dollar Round Table and candidate for N.A.L.U. trustee. The proposed leaders round table would serve with other state associations in educational work on life insurance.

Milwaukee—The annual field day and picnic will be held at Chenequa Country Club on Pine Lake, west of Milwaukee, Sept. 25. A full sports program has been arranged. Following a dinner at the clubhouse, prizes will be awarded.

Knoxville, Tenn.—The annual picnic for members and their families was held Aug. 29. W. L. Roos was chairman on arrangements.

Jamestown, N. Y.—Almond Fisher, contact representative of the Jamestown office of veterans administration, spoke. Secretary E. A. Switzer gave a report on a new procedure of financing insurance premiums through banks. Julius Blaha was appointed delegate to the N.A.L.U. convention.

Altoona, Pa.—James E. Dumm, Metropolitan Life, Altoona, spoke on life insurance selling as a profession at the first fall meeting. It was announced that the sales conference held in Johnstown for the last few years, will be held in Altoona Nov. 20. Speakers for the remaining meetings of the season are: Oct. 6, H. L. Smith, general agent Northwestern Mutual, Harrisburg; Nov. 3, Richard Turpin, assistant manager of field training Prudential; Dec. 1, Sidney Dunning, home office supervisor Occidental Life of California, Philadelphia; Jan. 5, Karl Kreder, president, Pennsylvania State Assn. of Life Underwriters, Harrisburg; Feb. 2, Theodore Stinner, district manager, Knights Life, Pittsburgh; Mar. 1, C. F. Spearing, district manager Railroad Retirement Board, Altoona; Apr. 5, a home office representative of Metropolitan Life; May 3, Lowell Newman, general agent Penn Mutual Life, Fort Wayne, Ind.; June 7, L. W. Jackson, executive secretary Pennsylvania State Assn. of Life Underwriters, Harrisburg.

Indianapolis—At the first fall meeting Sept. 26, Vincent B. Coffin, vice-president of Connecticut Mutual Life will speak.

Chicago—The advisory council will meet Sept. 18. Harry R. Schultz, Mutual Life, Million Dollar Round Table member, will preside. A report will be given on activities of the N.A.L.U. committee on agents compensation at Boston.

Health Insurance Group Meets at N. Y. This Week

Conference Committee on Health Insurance is holding a meeting at New York Friday. This group includes representatives from about 10 organizations, the most recent to be admitted being Industrial Insurers Conference. The committee was organized some time ago by Ambrose Kelly, then of American Mutual Alliance but now assistant general counsel of the factory mutuals, as an instrumentality for dealing with the medical profession in connection with medical insurance plans.

Among the organizations represented in the committee are Life Insurance Assn. of America, American Life Convention, American Mutual Alliance, Assn. of Casualty & Surety Companies, Health & Accident Underwriters Conference, Bureau of Personal A. & H. Underwriters, Assn. of Life Insurance Medical Directors, International Claim Assn., National Fraternal Congress and Assn. of Life Insurance Counsel.

W. A. Milliman of Equitable Society is chairman.

Advanced Sales Seminar at Fontana Village, N. C.

A two weeks advanced underwriting sales seminar was held at Fontana Vil-

lage, N. C., by A. R. Jaqua, Southern Methodist University. The idea was to combine study with vacation and all but a few of the men attending were accompanied by their wives, and many brought their children, too. Designed for experienced agents, the concentrated course covered subjects from policy contracts to business insurance, estate analysis and pension trusts.

The average age of students was 39, with 11 years experience in life insurance. Average production of those attending was \$414,000 for the last year. Half were college graduates. Besides agents there were two company vice-presidents, one sales director and eight managers. Seven states and 16 companies were represented. The faculty included, besides Mr. Jaqua, Milton Elrod, attorney of Indianapolis; Hal Nutt, former Purdue instructor and now production manager for the John Todd Agency of Northwestern Mutual in Chicago, and Charles E. Gaines, associate instructor at S. M. U.

Plans of Council Group

Federation of Insurance Council will hold its annual meeting at New Ocean House, Swampscott, Mass., Sept. 18-19. Four papers will be read by insurance lawyers. On Sept. 18, the organization will hold its banquet and dinner dance, and the afternoon of Sept. 19, a golf tournament will be held.

**Together
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A BILLION.**

Life of Virginia now has more than a billion dollars insurance. Size alone does not make a company great, but it does evidence conditions desired by all companies, all agents, and all purchasers of life insurance:

1. Able, progressive management, making available sound, up-to-date plans of protection that satisfy every purpose and every purse.
2. Representatives informed about their business and enthusiastic about their company.
3. The good will and continuing patronage of satisfied policy-owners.



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Insurance Company
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IF YOU WANT TO BLAME SOMETHING,
BLAME THE RIDICULOUS INTEREST
RETURN ON FIRST CLASS MORTGAGES
AND BONDS.



THANKS FOR HELPING ON THAT
ONE, JOHNNY.

THAT'S OKAY—I JUST WANTED
TO KEEP THE RECORD STRAIGHT.



LIFE SALES MEETINGS

Mutual Trust Men Meet at Mackinac; Have Record Year

Agents of Mutual Trust Life hung up the biggest 12 months of production in the company's history in the club year which ended Aug. 1, with qualifications for the Mackinac Island convention which was held for four days near the end of August. Business total was over \$50 million and July was the fourth largest month in the company's history. There were 91 class A or top club qualifiers among individuals and 43

agencies qualified. In all, 161 men and women qualified and attendance was about 260, including the wives.

Officers of the President's Club elected were: President, Garnet Lentz, Hillsdale, Mich.; Vice-President, H. O. Thompson, Seattle; secretary, Bernard Eiber, Brooklyn.

New Organization's Officers

The new General Agents Assn. officers are: President, Carl Homan, Madison, Wis.; vice-president, Hollis E. Beckman, Rockford, Ill.; secretary, Paul Chelgren, Minneapolis.

The Field Force Veterans had a large representation with 12 present who had been with the company for 25 years

or more. They were given recognition at the banquet by being presented with boutonnieres and their wives received corsages. The life members of the Monthly Standard Club also were honored. These are agents who have paid for at least \$10,000 a month for six consecutive years. Hollis Beckman first qualified for life membership in 1937, has been continuously a member since 1931 and now is a "double" life member. There are nine life members of the club.

Comprehensive Program

A large delegation attended from the home office. At the first session, A. B. Slattengren, director and consultant in the agency department, was chairman. John H. Ehn, general agent at Hartford, spoke on "E. A. Olson, the Founder of Mutual Trust," in honor of the late president; Paul Larson, general agent at Ottawa, Ill., and Ann Stavert of Pork River, N. D., spoke on "The Rural Market"; Paul Homann, manager Lerdahl agency, Madison, on "Tomorrow's Market"; Arthur Tiedemann, general agent, New York city, on "Life Insurance, the Answer to Today's Problems." There were panel discussions on "Business Insurance," participated in by L. I. Lester, general agent New York city; P. Chelgren of Minneapolis, general agent central Minnesota, and D. Olson, assistant counsel in the home office; on "Prospecting" with H. O. Thompson, Seattle general agent; M. Boulais, general agent Providence, R. I., and C. Kiefer, agency assistant home office, participating; and a third on "Social Security and Simple Programming," in which J. Laffey, general agent Kankakee, Ill.; A. H. Neil, manager and supervisor eastern department, New York city; G. Armbruster, general agent Aurora, Ill., and H. Johnson, assistant secretary, took part.

Big Policyholder Talks

The second day, Steacy B. Merchant, manager of sales training, was chairman. C. E. Menor, Jr., vice-president and secretary, gave observations on "Home Office Operations"; L. I. Lester talked on "The Space Between the Lines"; Mr. Beckman on "Selling Life Insurance"; Frances W. Ruzicka, one of the company's largest policyholders and the largest grower of roses under glass, on "Turnabout." There were panel discussions on "Business Insurance," N. O. Solberg, general agent Eau Claire, Wis.; P. Nelson, Minneapolis general agent, taking part; and D. Olson on "Advanced Programming." A. Giedemann, H. Johnson, J. Ware, general agent Watertown, Wis., and W. E. Grof, manager eastern department, New York city, and "Package Selling," with G. Lentz, R. Pease, general agent Sumner, Ia.; R. Rolfsen, agency supervisor home office, and G. Doyle, Waterville, Me., participating.

President Olson's Address

After luncheon there was a meeting of the General Agents Assn. and in the evening the banquet at which President Raymond Olson gave an address.

On the final day there were panel discussions on "Insurance & Taxes," with Ray Gripan, Detroit general agent, and Messrs. Eiber and Olson taking part; "Selling Juvenile Insurance," with H. Beckman, A. Bordman, general agent at Salem, Mass., and J. Hawkins, manager at Boston, participating; and "Advanced Programming," with P. Larson, Steacy Merchant, L. E. Doll of Wilkes Barre, Pa., and H. Johnson contributing. After luncheon President Olson gave his conclusions and summed up the meeting.

Orville Suver of Columbus, agency supervisor for Ohio and Michigan attended the convention.

Taylor Holds Conference

The annual educational conference of the Dean H. Taylor agency of the Equitable Society at Buffalo, held a three-day meeting at Cedar Villa Lodge,

Fenelon Falls, Ont. The convention welcomed Richard Walsh, the new group assistant in the Buffalo office, and Gordon K. Smith, superintendent of the agency department at the home office.

More than 50 attended. Manager Taylor presided at the business sessions.

N. E. Mutual to Meet at Mackinac

More than 750 New England Mutual Life field men and their wives, general agents and home office executives will attend the company's first post-war national convention at Mackinac Island, Sept. 16-18.

Introduction by President George Willard Smith and other home office executives of the company's new policy contracts conforming to the Guertin legislation will highlight the three-day event. Agency department officials will conduct specialized conferences and "star" representatives of the field force will present new sales and service techniques.

The General Agents Assn., headed by H. G. Swanson of Chicago, will meet for two days before the general convention and 125 members of the Leaders Assn. will hold their annual meeting, with Robert C. Newman of St. Louis presiding, Sept. 19-20.

Western Mutual's Conference Is Held at Rapid City

Sixty of the leading producers of Western Mutual Life & Casualty and their wives gathered at the home office at Rapid City, S. D., last week for a two day outing and conference. Visiting agents were welcomed by President Chester E. Nelson.

Dr. J. E. Hunsinger, medical director, and Jos. McGauley, re-insurance manager of Alliance Life, were guests and participated in the program. A caravan of 14 cars carrying the visiting agents and friends, visited Mount Rushmore and then journeyed to Sylvan Lake Lodge where a luncheon was served. A banquet and dance was held at Rapid City which was preceded by a cocktail party. The banquet was attended by over 125, including the mayor, bankers, attorneys and civic leaders. Badger Clark, poet laureate of South Dakota, gave the principal address.

School at San Antonio

Russell Shambaugh of the Equitable Society home office instruction conducted a school at San Antonio Sept. 2-4.

To Meet at Gull Lake

Policyholder's National Life will hold its annual agency outing in the form of a four-day meeting of bankers and agency personnel and their families at Gull Lake, Minn., Sept. 8-11. Those attending have qualified by producing their quotas of business during the past year.

L.I.A.M.A. in Rental Study

Questionnaires have been mailed to the 183 member companies of L.I.A.M.A. requesting data for the study of agency rent and salary costs mentioned in last week's issue.

According to Dr. S. Rains Wallace, director of research, the rental data will be compiled by city for the convenience of agency officers who desire to know the rental situation in a particular locality. The data on clerical salaries will go into a report to member companies "aimed at providing a yardstick which the agency officer may use to judge whether the pattern of salaries in each of his agencies is normal or otherwise." A geographical breakdown of the statistics will be made.

Top priority was assigned this study at a meeting of the association's committee on agency costs earlier this year. R. W. Simpkin, agency controller Connecticut Mutual, is chairman.

WHEN "EXCELLENT" IS THE RIGHT WORD

According to the dictionary, EXCELLENT means "choice, admirable, eminently good, select, excelling."

The Indianapolis Life Insurance Company congratulates the N.A.L.U. on the EXCELLENT record it has made through the years, and, especially in the year that is just closing. Its growth in membership, emphasis on quality men and quality business, its usefulness and service in many phases of the business, merit high commendation.

With over \$188,000,000 of insurance in force and a long record of high persistency of business; with over \$50,000,000 of high quality assets; with new business setting new records; with an exceedingly well-trained and well-equipped field force who are career underwriters earning substantial incomes; with its emphasis through 42 years on Quality, Service and Safety, we believe the word EXCELLENT is also the right word to describe the Indianapolis Life.

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An Old Line Legal Reserve Mutual Company

Organized in 1905

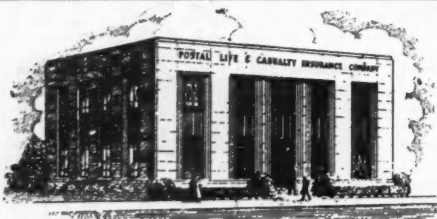
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Vice-President

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Life Insurance Leads As Way of Saving, Poll Shows

Life insurance leads all other forms of savings in a survey conducted by the Service Research Center of the University of Michigan with more than 75% of the families polled reporting that they had saved some money in life insurance. The study was prepared for the Federal Reserve Board and was part three of a survey of consumer finances, showing consumer savings in 1946 and ownership of selected non-liquid assets.

The over-all aspect of savings during 1946 as estimated by the Department of Commerce shows that 8% of total personal income was saved as compared with 17% in 1945 and over 20% during the war period. In the year preceding the war savings amounted to about 5%.

The survey pointed out that many families saved a large amount of income in 1946 and that the decline reflected reduced savings by some families and expenditures exceeding the income of other families. Savings last year most frequently took the form of payments of life insurance premiums, government bonds, savings accounts, and mortgage payments, plus contributions to retirement funds.

The survey credited families with incomes of \$2,000 to \$5,000 with two-fifths of the net savings in 1946, and families with incomes exceeding \$7,500 or more with about two-fifths of the total net savings.

Wide variations were shown in holdings of non-liquid assets early in 1947, according to the survey. Three-quarters of the 46.3 million families reported at least one person carrying insurance. While two-fifths of the families polled owned their own homes, only one-tenth owned stocks or bonds other than federal securities. About two-thirds of all the families reported positive savings in 1946.

Save Up to 50%

The bulk of these reported savings from one to 20% of their incomes and some 6% of the families reported saving 50%. In the case of insurance savings, the figures generally include the total amount for the premiums, not just the increase in cash reserve.

The survey also found that the average amounts of life insurance premiums were much smaller than the average additions to liquid assets or the average amounts spent for improvements to or purchases of houses.

Studying the financial status of families saving through insurance, the survey found that although premium payments were the most common form of saving, only about 45% of the families with incomes under \$1,000 saved in this form, and 90% of the families with \$5,000 or more saved through insurance premium payments.

On the average 2.3 persons in each

family that reported carrying insurance were insured. It is estimated that the total number of persons in the United States carrying insurance in early 1947 exceeded 80 million, according to the survey. This figure includes those on the books of fraternal organizations and holders of National Service Life Insurance policies.

Here is a specific breakdown of the families owning life insurance in early 1947 by income groups. The figures show the annual money income of the family before taxes and the percentage of such families having insurance. Fifty per cent of the families with an income of less than \$1,000 carry life insurance. Seventy-five per cent in the \$1,000-\$1,999 class; 85% in the \$2,000-\$2,999 class; 91% in the \$3,000-\$3,999 class; 91% in the \$4,000-\$4,999 class; 93% in the \$5,000-\$7,499 class; and 95% in the class with an income of \$7,500 and over. For all income groups the percentage figure was found to be 78%.

H.A. Maddox to Head Aetna Atlanta Agcy.

S. M. Carson and P. H. Dobbins have retired as general agents for Aetna Life in Atlanta, effective Oct. 1. H. A. Maddox succeeds them. He has been assistant general agent for Carson & Dobbins since last January.

Mr. Carson entered life insurance in 1899 as a stenographer in a Georgia agency, rose to superintendent of agents. In 1924 he was appointed general agent for the Aetna Life and in 1932 he formed the partnership with Mr. Dobbins. Mr. Carson was one of the organizers and first president of the Atlanta Life Managers Club and a president of the Atlanta Life Underwriters Assn.

Mr. Dobbins entered insurance after graduation from Southern Business College in 1899. He joined Aetna in 1929 as assistant general agent to Mr. Carson. He is a past president of the Atlanta Assn.

New General Agent's Career

Mr. Maddox graduated from Georgia School of Technology, class of 1933. The same year he was employed by the Aetna Life group division as a home office representative and assigned to the New Orleans agency. Two years later he was transferred to Atlanta. In 1937 he was named to the staff of the group department at the Los Angeles general agency and was appointed manager of the group department there in 1940. Mr. Maddox entered the navy in 1943 and saw active duty in the Pacific and Asiatic theatres. He received seven campaign stars. He rejoined the Los Angeles agency and remained there until his appointment as assistant general agent for Carson & Dobbins early this year.

500,000 Reinstate NSLI; 875,000 Convert Policies

Over 500,000 veterans up to June 1 had reinstated lapsed National Service Life policies and some 875,000 veterans converted NSL term policies to permanent plans, VA reports. Nearly two-thirds of the latter selected the 20-payment life plan, about 18% chose 30-payment life policies and nearly 15% ordinary life.

Penn Mutual Movie Cited

Penn Mutual Life's movie, "One Hundred Years of Security" has been chosen for honorable mention. In "Business Screen Magazine" for August an article reads: "Results in terms of sales, training effect or public approval are the best measures of business films. The

recent selection of two business pictures for special honors given by disinterested business groups is worthy of special mention. More of these should be given and more widely sought by sponsors."

The "Oscar of Industry" trophy was awarded to General Mills, Inc., for its technicolor movie short, "Operation '46."

Speaking of the Penn Mutual's film, Business Screen Magazine says: "Honorable mention in the film classification goes to Penn Mutual Life Insurance Company for a black-and-white subject, which not only reviewed the company's past year, but also commemorated its 100th anniversary."

Mich. Rules on Premium Tax

LANSING, MICH. — An enactment of the 1947 Michigan legislature bringing under the premium tax provisions of the insurance code the premiums collected by cooperative and assessment carriers, is effective only for that portion of the current calendar year from June 12 on, according to an opinion furnished Commissioner Forbes of Michigan by the attorney general's office.

The commissioner said the change in the tax law applies chiefly to Mutual

Benefit Health & Accident, whose premiums heretofore have been exempt from tax due to an oversight in framing the language of the premium tax statute. On the basis of that carrier's 1946 business, the commissioner said, the tax should yield the state from \$50,000 to \$60,000 in the last half of 1947.

The commissioner had asked if it was permissible to collect premium taxes from the beginning of the tax year, Jan. 1, but it was declared the statute was not retroactive.

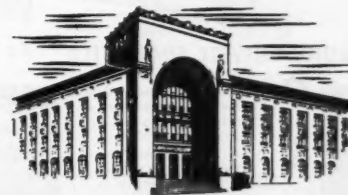
Rockwood on Agency Tour

Homer G. Rockwood, vice-president of the United of Chicago, accompanied by E. M. Boock, general manager of United Reserve Agency of Chicago, representing United in its commercial department, visited United and United Reserve agencies in the west and southwest last week conducting 10 agency meetings. They covered 4,500 miles, all by air travel during the past week.

Buffalo—Eighteen teams are entered in the inter-agency bowling league, the beer to flow and the pins to start crashing Sept. 11. The trophy donated by Buffalo Life Managers Assn. goes to the champions.

FIDELITY

THE COMPANY BACK OF THE CONTRACT



BALANCE: AN ARCHITECTURAL AXIOM

GREAT examples of architecture, past and present, indicate a careful consideration of weights, stresses and sundry other relationships of the structural components. The skilled architect spends hours to achieve balance . . . to prevent the dominance of one factor to the detriment of the others.

Though the values differ, the same principles of balance apply to life insurance. Far-sighted policies that make for consistent growth, a wide offering of contracts, prestige-assuring size . . . these and many other factors, must be combined to make a well-balanced life insurance institution.

Fidelity is a well-balanced company.



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Roger Hull Stresses Agents' Four-Fold Responsibility

The tremendous opportunity in life insurance today is accompanied by responsibility to the public, the industry, the community and the company, said Roger Hull, vice-president and manager of agencies of Mutual Life, in his talk before the 164 members of the Top Club at Lake Louise, Canada.

It was the first conference of the

newly-organized club, the company's highest honor group. On hand for the three-day session, in addition to the leading agents, were five managers, regional superintendents and other officers, including A. E. Patterson, president; Leigh Cruess, vice-president and manager of selection; C. B. Reeves, second vice-president; R. R. Stroud, assistant to

the president, and G. A. Munch, assistant counsel.

Reporting that the selected group of Top Club members had paid for more than 28% of the company's entire new business in the past club year, Mr. Hull declared that since they were in the forefront among the company's field representatives, they had also "a responsibility for leadership within the institution of life insurance."

Should Work in Associations

Urging them to take active parts in local and National associations of life underwriters, he said it is their responsibility not only to be members but to make themselves felt as a moving force in the development and action of their associations. Their guidance is needed in determining policies. When they disagree, it is their responsibility to present their ideas and philosophies in such a way that they will receive careful and adequate consideration.

Mr. Hull cited the lately turbulent issue of savings bank life insurance as exemplifying the opportunities of agents to discharge their responsibilities to the life insurance industry. As a result of "much excited agitation" against savings bank life insurance, Mr. Hull said, the life insurance business "received very bad publicity and it was made to appear that field underwriters and companies opposed savings bank life insurance because it would encroach upon the agent's earnings."

"You and I know," he added, "that Mr. John W. Agent is the cornerstone of life insurance in America. You and I know that his services are worth every dollar he is paid. You and I know his elimination would render a serious disservice to the American public."

"But I hope you agree with me," he continued, "that when any other organization—savings bank or even government—can furnish intelligent life insurance service under careful supervision of public regulatory authorities, soundly, efficiently and effectively at a lower cost than the regular life insurance companies then we in life insurance should examine our procedures to see why we can't meet such competition and serve the public even better."

Should Argue on Merits

"At the moment, I know of no other such organization meeting these conditions," Mr. Hull asserted. "We should, therefore, make our case on the merits of the services we offer and not put ourselves in the position with the public of fighting another plan because it may cut into our own incomes."

Mr. Hull said that in addition to their responsibilities within the industry the company's leaders must see clearly "the disservice to the public resulting from indiscriminate 'package selling,' and by exemplifying 'the genuine service in career selling which first considers all needs of the buyer before the purchase of life insurance for any purpose is consummated; carry a fair share of responsibility in civic and community affairs, contributing always toward the building of a better community life with an appreciation for spiritual as well as material values, enhance the prestige of the career agent, add stature to his work, and attract to the company other men of like ideals and abilities."

Dismiss D. C. Labor Cases

WASHINGTON — The national labor relations board has announced dismissal of election cases involving Life of Virginia in Washington, D. C., and Baltimore, and Southern Aid Society in Washington.

Dismissal was based on lack of board jurisdiction under the Taft-Hartley law provisions excluding supervisory personnel from workers' election and collective bargaining cases. Involved in the cases were United Office & Professional Workers, C.I.O.; Insurance Supervisors Union, A.F.L., and independents.

Interpret Effect of Pa. Community Property Statute

Pennsylvania has increased to 13 the number of states operating under community property laws. There, as in the other states, property acquired by either husband or wife, after the Sept. 1 effective date of the legislation, is community property. Property acquired before that date or before marriages after the effective date is not community property, but the income from such property is community property.

A memorandum interpreting the effect of the law on life insurance and annuities has been prepared by C. C. Jones and R. W. Hamilton of Penn Mutual's legal staff, and through the courtesy of W. F. Haldeman, associate counsel of Penn Mutual, has been distributed by Life Insurance Assn. of America.

Unlike some of the other states, Pennsylvania has not enacted legislation designed to protect life companies, although such a measure undoubtedly will be introduced in the next legislature and should meet little opposition.

Assume Payments from Joint Funds

Under the Pennsylvania law all annuity and insurance contracts are affected when premiums are paid from community funds by a married owner of the contract who is a resident of Pennsylvania. This applies regardless of when the insurance was taken out. Unless evidence to the contrary is submitted, the company will assume that all premiums paid after the effective date are paid from community funds, according to the Penn Mutual interpretation.

Other states having community property laws have had court decisions ruling on the various aspects of the laws with regard to insurance. Based on these rulings, the interest of the wife or husband of the owner of a policy for which premiums were paid from community funds is not limited to the amount of premiums paid but extends to the proceeds of the policy in that proportion that the amount of the premiums paid from community funds bears to the total premiums paid under the policy.

California's Protective Law

The protective law in California eliminates this question. It provides that when a policy becomes payable the company may make payment to the beneficiary and that payment discharges the company from all claims unless, before making payment, the company receives at the home office written notice claiming the right to such payment or some interest in the policy.

Under the Pennsylvania law each spouse is the manager of community property to which title stands in his name. This means that the company can permit the owner of the policy to deal with the policy on his signature alone. After a divorce both parties must act in concert with regard to the policy unless the company is provided with an assignment or release of the former spouse's interest. In the same way, the company cannot act after the death of the spouse of the owner until it has been decided to whom the interest of the deceased spouse of the owner passes. The law forbids the giving away of community property without the consent of both husband and wife. This means that the spouse of the owner will have to agree to all changes of beneficiary or assignments without value, except in certain special cases. Changes of the beneficiary under policies already in force will have to be agreed to by the spouse of the owner or the company will have to dispose of the community property interest of the spouse before paying any death claim under the policy.

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"HER HUSBAND TURNED DOWN A POLICY BECAUSE HE WAS RATED UP."

Big Executives' Need for Coverage Strikingly Told

The financial plight of top-flight business executives that makes them excellent prospects for retirement insurance is dramatically set forth by Vice-president V. L. Thompson of Midwest Life in a recent issue of that company's house organ.

Commenting on an "American Business" article by W. J. Reilly, Mr. Thompson points out that the fear of these men is not of starvation or even of privation, but the more poignant fear of degradation. They fear the loss of social position and the prestige of the personal importance which go with liberal incomes.

Says Mr. Thompson:

"Most of them, unless they were born rich or are kin to 'Mr. Big' himself, have wholly inadequate provision for continuing to live in the style to which they and theirs are accustomed. Their business and social positions, so they insist, require a good street number, a well-ordered household, some club memberships, a bit of expensive entertaining, and clothes in the fashion for the whole family.

Social Security No Help

"So they come to middle-age, with a rather expensive equipage and a nest egg of a few thousand dollars of really investable capital which, at present in-

terest rates, or even annuity rates, would pay little more than their house rent.

"Social security holds little solace for men in this bracket as it provides less than minimum subsistence even at the 'shanty-town' level.

"So, what? What's the moral? What shall we do about these 'Paupers in purple'?

"First, let's not waste time at the wailing wall either with them or for them. They had their choice and they took their chance, and they have fared better than most, for a season, even if they end up talking to themselves.

"But, by all means, let's not overlook them as the best prospects in America for retirement income insurance—especially those who are past 40, if they still are insurable.

"Don't be afraid to quote high premiums to 'men in the money'—particularly men who have reached the age at which the end of income looms like Banquo's ghost before them."

Many to Cash Leave Bonds for Insurance Investment

"Army Times" states that it has conducted a survey indicating that more than 6½ million veterans or 72% desire to cash their terminal leave bonds immediately. The survey indicated that nearly 11% of those cashing the bonds intend to use the money for insurance. That would mean about \$147,285,000 would be used for that purpose.

Green Before Federation

More than 400 insurance men representing all branches of the industry are expected to attend the annual meeting of the Insurance Federation of Minnesota at St. Paul Sept. 8. There will be a brief business session at which officers will be elected and then a luncheon with an address by Gov. Green of Illinois. Paul Clement, secretary-general manager Minnesota Commercial Men's, Minneapolis, is arrangements chairman.

Mathematicians Visit Hartford

Hartford's life companies were visited Wednesday by 150 members of three mathematical societies who went there to meet their actuaries. Connecticut Mutual was host to the visitors for luncheon with the Hartford actuaries at its home office Wednesday. The American Mathematical Society, Mathematical Assn. of America and the Institute of Mathematical Statistics, holding a joint meeting at New Haven, devoted most of their second day to the trip to Hartford to hear from the actuaries some mathematical operations involved in their work.



1867
1947

On January 25, 1867, the Equitable Life of Iowa was founded in Des Moines, then a frontier town of 8,000 people.

The 80 intervening years have witnessed the development of that pioneer enterprise into a national institution. In contemplating the completion of its first century of service, the Company will continue to conduct its affairs in the sound, constructive and progressive manner which Time has so thoroughly tested.

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GALVESTON, TEXAS - W. L. Moody, Jr., President

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Office Space Shortage Handicaps N. Y. Agencies

NEW YORK—Agency heads here are handicapped in their recruiting work by the scarcity of office space. Most agencies are restricted by home office regulations in the number of recruits they are permitted to train each year. In general these restrictions are based on the physical size by the agency, the amount of business it does and by home office knowledge of the training facilities available in individual agencies.

Limitations are enforced mainly by lack of office space.

Agents housed in comfortable, convenient quarters hesitate to give them up for more space in a less desirable location. For the most part, a general agent finding himself in this position is seeking to eliminate the "driftwood" in his office staff. Facing the problem,

many are resolved to eliminate brokers who have accepted office space and facilities and at the same time placed most of their business outside of the office that houses them. These marginal producers are today becoming more and more of a handicap and general agents are coming to realize that the non-productive space so occupied can be put to better use. They feel that a "hungry" recruit, anxious to build for the future, is more of an asset than a marginal producer who does no more than pay for his office space.

New Agency in Different Spot

The general agent heading a comparatively young agency or a compact, highly productive agency finds himself in a different position. There is less opportunity to eliminate non-productive personnel and in many agencies the entire staff is productive.

The problem faced is doubly difficult. These agencies would be expanding in normal times, but today everyone associated with the agency is working at nearly full capacity in cramped quarters. The agency manager is frequently working without administrative help and his successful full-time producers are reluctant to help in training when it means giving up the time that means money. This means that the general agent must find room for and train a recruit selected as good material for an administrative job as assistant agency manager. This man has to be given field experience and then brought into the office to train new recruits or the general agent must hire a ready-made assistant manager.

With this problem solved the general agent finds himself facing the task of acquiring more space and in most cases this necessitates a change in quarters, frequently to a less desirable location. Those who handle only a negligible amount of brokerage business do not consider this too great a handicap. Among this group there is a growing inclination to take the step and move the agency. These men have completed the full cycle of thinking on the matter and find themselves faced with the knowledge that it is almost impossible to find the additional space they need. Many of them will be forced to pay more rent in a less desirable location merely to gain floor space and expand their growing agencies.

W. R. Robertson Introduced as Boston General Agent

W. R. Robertson was introduced as general agent at Boston of Massachusetts Mutual Life by Vice-President C. O. Fischer at a luncheon.

Mr. Robertson has been general agent at Syracuse for six years. He entered the insurance business as Ithaca agent for the company in 1940, and became general agent at Syracuse in 1941. The agency led the company in sales by new agents and made a gain of 105% in 1946.

Mr. Robertson has been secretary of the Syracuse Life Insurance Trust Council and is a past president of the life underwriters association. He graduated from Cornell University in 1934 and was with the Guaranty Trust foreign department and Arthur B. Treman & Co., Ithaca, before entering the insurance business.

More Cleeton Endorsements

LOS ANGELES — Gerald Page, Equitable Society, chairman of the "Cleeton for Trustee" campaign in California, announced that, in addition to the endorsement of Charles E. Cleeton for reelection by the California Assn. of Life Underwriters, state associations in Oregon, Arizona, Nevada and Utah, as well as local associations of Portland, Ore., and Seattle have added their endorsement.

PENINSULAR LIFE — New business first six months: industrial, \$11,840,356; ordinary, \$5,807,118. Increase in insurance in force for six months: industrial, \$3,831,058; ordinary, \$3,212,497.

POLICIES

W. O. W., Denver, Brings Out New Certificates

Woodmen of the World, Denver, has brought out a 20 payment endowment at 65 contract issued in amounts from \$500 up. Also introduced were 10, 15 and 20 year supplemental term and family maintenance riders. If the insured dies within the family maintenance period, the principal contract and the family maintenance rider together provide per \$1,000 face amount an immediate payment of \$200, monthly income of \$10 for the period selected, and \$1,000 at the end of the income period. Annual premiums are:

Age	Pay. End.	Term Riders				Fam. Maint. Rider			
		10 Yr.	15 Yr.	20 Yr.	Yr.	10 Yr.	15 Yr.	20 Yr.	Yr.
16	\$28.66	\$7.83	\$7.94	\$8.08	\$8.68	\$11.90	\$14.97		
17	29.12	7.89	8.01	8.14	8.74	12.01	15.06		
18	29.60	7.96	8.08	8.23	8.82	12.11	15.15		
19	30.10	8.02	8.15	8.32	8.90	12.22	15.22		
20	30.60	8.09	8.24	8.42	8.99	12.35	15.35		
21	31.14	8.17	8.32	8.52	9.05	12.47	15.46		
22	31.70	8.25	8.42	8.63	9.14	12.62	15.59		
23	32.27	8.33	8.52	8.76	9.23	12.77	15.72		
24	32.86	8.43	8.63	8.87	9.34	12.94	15.84		
25	33.48	8.53	8.75	9.02	9.45	13.12	15.97		
26	34.12	8.64	8.87	9.17	9.57	13.30	16.09		
27	34.79	8.75	9.00	9.34	9.70	13.49	16.21		
28	35.48	8.87	9.15	9.52	9.83	13.72	16.34		
29	36.19	9.00	9.32	9.72	9.97	13.97	16.48		
30	36.94	9.15	9.49	9.95	10.14	14.23	16.62		
31	37.72	9.30	9.67	10.21	10.30	14.50	16.76		
32	38.53	9.47	9.89	10.48	10.49	14.82	16.91		
33	39.36	9.66	10.12	10.78	10.70	15.17	17.06		
34	40.25	9.86	10.38	11.13	10.92	15.56	17.21		
35	41.17	10.08	10.66	11.51	11.17	15.98	17.37		
36	42.12	10.32	10.98	11.93	11.43	16.46	17.53		
37	43.14	10.60	11.34	12.40	11.74	17.00	17.69		
38	44.18	10.89	11.73	12.93	12.07	17.58	17.85		
39	45.29	11.22	12.18	13.51	12.43	18.26	18.02		
40	46.45	11.59	12.67	14.15	12.84	18.99	18.21		
41	47.68	12.06	13.28	14.92	13.36	19.81	18.41		
42	48.97	12.57	13.96	15.79	13.93	20.72	18.62		
43	50.34	13.16	14.71	16.73	14.58	22.05	18.84		
44	51.77	13.81	15.55	17.78	15.30	23.31	19.07		
45	53.26	14.54	16.48	18.95	16.11	24.70	19.31		
46	54.81	15.49	17.65	20.34	17.16	26.46	19.56		
47	56.42	16.56	18.95	21.98	18.35	28.41	19.81		
48	58.09	17.74	20.41	23.91	19.66	30.59	20.07		
49	59.82	19.05	22.00	26.18	21.11	32.98	20.33		
50	61.61	20.50	23.77	28.81	22.71	35.63	20.60		
51	63.46	22.11	25.74	31.88	24.50	38.63	20.87		
52	65.37	23.90	28.00	35.42	26.48	42.00	21.14		
53	67.34	25.86	30.54	39.54	28.65	45.75	21.41		
54	69.37	28.04	33.40	44.36	31.07	50.00	21.68		

Mutual Retroactively Lifts Wartime Air Restrictions

Mutual Life has removed aviation restrictions from all policies now in force which were issued by the company during the war period. The move, affecting policies written between Dec. 21, 1941, and Aug. 29, 1945, completes the step taken by the company immediately after V-J day in making inoperative the war clauses in these policies and is in line with the company's general procedure in handling such cases since V-J day.

Complete elimination of those aviation restrictions had been deferred until such time as the company's experience with aviation risks indicated that the move would be sound and in the interest of all policyholders, President A. E. Patterson explained.

Lead in Alliance Contest

Leaders in the "play ball" contest of Alliance Life are the agencies of W. H. Idalski, Alpena, Mich., J. S. Patrizi, Milan, Ill., Spafford Orwig, Indianapolis, H. E. Harner, Logansport, Ind., and L. R. Cardwell, Rockford.

At the end of the contest, which has been closely fought since July 1, President M. A. Kern will award cash bonuses to the six winning teams.

Lull Raps Compulsory Plans

MILWAUKEE — Compulsory federal health insurance was attacked by Dr. George F. Lull, Chicago, secretary and general manager of American Medical Assn., in an address before the annual convention of the American Pharmaceutical Assn. here.

"Voluntary health insurance can give better medical care to more people than can a regimented socialistic plan of national health insurance," Dr. Lull stated.

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General Optimism Reigns Despite Business Drop

NEW YORK—Analysis of figures reported for the first six months shows that the companies wrote new business and gained insurance in force at a slower pace than last year. There are, of course, exceptions to this, notably Northwestern Mutual, New England Mutual and Lincoln National.

The falling off in new business and in in-force gain was more pronounced among the "combination" companies, writing industrial as well as ordinary, than among the strictly ordinary companies.

Lapses are up, though not by a high percentage.

Despite all the manifestations, the morale is high and nobody appears to be complaining. Apparently, even with the drop in business, production is still so good that nobody would kick if it never got any worse than it is now. The possibility that this year will continue to show a decrease in new writings and in in-force gain which may even extend into 1948 is not causing any widespread concern.

Recruiting Results Discouraging

This optimism is all the more remarkable when the post-war recruiting experience is considered. Nearly all companies have been disappointed in the

young men that they took on in their agency rebuilding programs. A high percentage washed out even though it was at a time when the companies had more to offer in the way of training on the job, campus courses and added knowledge and improved techniques in training.

The trouble appears to have been not with the courses or procedures that were followed nor, very likely, with the recruits themselves. The main difficulty seems to have been that these men were taken on at a time when they were not really settled in their minds as to what they wanted to do as a life work and were still in a "shopping around" frame of mind. This attitude was not conducive to success. Perhaps many of these men could have made successful agents if they had been taken on at a time when they felt they knew what they wanted to do and were convinced that life insurance work was for them.

Recruiting today has gotten around to a more normal basis as respects age. There is not so much emphasis on young men. On this basis the outlook is said to be more hopeful for getting the kind of men who will apply themselves to the business and make a success of it.

GETS THE MONEY

Power of Suggestion Gets Check with Application

Applications and checks come in a single package for Hubert Davis, Knight agency of Union Central, New York City. He explains an enviable record over many years for prepaid applications with simple techniques developed early in his career.

As the prospect signs the application, Mr. Davis says: "Don't make out the check to me, Mr. Prospect, make it out to Union Central." Given this stimulus, most applicants will pull out a check book and make it a prepaid application, he says. A reluctant prospect who says he has never done it before is met with the answer: "I don't want to criticize other insurance men, but it is customary, Mr. Prospect." Mr. Davis believes that "customary" is a good motivating word. He says most men are followers, not leaders, and when they learn that it is customary to sign the check and the application at the same time they are willing to do it.

Final Motivating Plea

An applicant who is really reluctant to write the check with the application is subjected to a final motivating argument. This illustration has never failed Mr. Davis, but he finds that he seldom has to use it. The actual incident occurred early in his insurance career and convinced him of the necessity of prepayment and an immediate medical examination.

Mr. Davis had a prospect who had been made president of his company—a sizable promotion. Naturally the news took Mr. Davis to see his client. Reluctant to acquire more coverage before he had become established in his new job, the client asked Mr. Davis to wait a few months for the additional insurance. He admitted the need, but didn't want to incur the additional obligation immediately.

In slightly less than the stipulated time, Mr. Davis returned to his client. Together they decided on the amount, but before the application could be signed they were interrupted. An appointment was made for the next day, and Mr. Davis arranged to have a doctor present so that the examination could be effected as soon as the application was signed.

The morning of his closing appointment found Mr. Davis and a doctor in the client's office when his secretary told them that the client had been swept to his death from the deck of a ferry boat by a wave, on his way home the night before.

The powerful effect of that story as a motivator for reluctant applicants was tested the same day. On his way back to his office, Mr. Davis had to pass the offices of seven prospects. To each one he pointed out the need for additional insurance and told of the events of the previous day. This resulted in seven prepaid applications for additional insurance and an immediate medical examination.

Feels Double Obligation

Today Mr. Davis says that he feels an obligation to his prospect and his own family when he gets an application. Because of these obligations, he wants prepayment and an immediate medical examination. He tells his prospects that he doesn't want them uninsured for one minute longer than necessary, once they are convinced that they need more insurance. This protects the client. It also protects Mr. Davis. He says frankly that he has a reputation as an insurance man, and as soon as one client applies, is examined, and dies before he can pay his first premium, Mr. Davis will have his reputation blasted.

Insist on Immediate Payment

He says that many agents have perfected the art of closing but few have attempted to exercise the same convincing qualities when they ask for the first premium in advance. The agent who asks: "Will you give me your check now?" makes it too easy for the applicant to say "no."

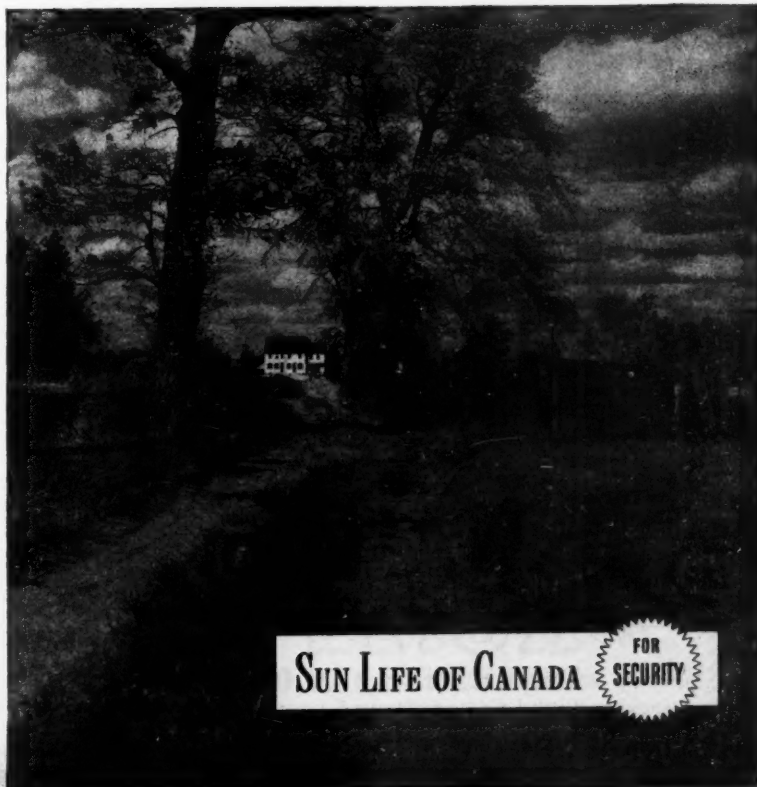


This slogan is a constant challenge to the Beneficial Life Underwriter. It makes him conscious of his responsibility to his prospects and policyowners. It reminds him that "filling a need" is more important than "size of commission"; that "protection" comes before "retirement"; and that a "small lapse ratio" is better than a "large production."

BENEFICIAL LIFE
INSURANCE COMPANY

GEORGE ALBERT SMITH, President SALT LAKE CITY, UTAH

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which takes care of you and your family today
... and tomorrow ... is planned economy
offered by modern life assurance services.



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John Hancock Leaders Describe Methods

(CONTINUED FROM PAGE 6)

ploye but to the employer because it is part of a pattern on which much of the economy of this country is based—namely receiving salary or wages by the month, paying for a home or paying rent by the month, and the great bulk of other business carried on the installment method. It is therefore a natural carry-over into our business."

"Must" for Agent

A good personal program, in Mr. Hoyer's opinion, is a "must" if an agent is to be successful in selling salary deduction to the individual employee.

"When a man asks me, 'How much a week do you put in life insurance?' I have no hesitation in discussing my own life insurance program. Since most young men have much the same sort of family obligations, he can relate his problem to mine and see how the life insurance will work for him, too."

Mr. Hoyer finds the social security approach effective with employer and employee alike. "Many people know little or nothing about the amendment to the social security act passed in August, 1946," he said. "To the executives of the company, we show how we program the

man's present life insurance and make any necessary changes in beneficiary designation on old policies, etc. that might be expedient."

Selling to Wealthy Men

Discussing the technique of selling life insurance to wealthy men, Milton Goldstandt of Chicago said, "Perhaps you are wondering how it is possible for me to get a wealthy man, in the higher income brackets, whose spendable income has been greatly reduced, to pay premiums on large amounts of life insurance. Without the least bit of chagrin or embarrassment I show my prospect how simple it is for him to convert the accumulation he has into cash for the purpose of expanding his estate. In other words, he invests his capital, not income, in new life insurance."

In prospecting for wealthy policyholders Mr. Goldstandt seeks out two kinds of information; data that will help him to qualify the man for a prospect, and facts that will help him to present the case to the company so that it can be issued and sold.

Most of Mr. Goldstandt's prospects are obtained through clients, attorneys, accountants or tax consultants. It is most important that the contact be established through someone in whom the prospect has business confidence. Mr. Goldstandt makes sure his prospect can take care of an enlarged insurance program. When he has determined that the prospect has good health, a good reputation and sufficient funds to pay for a good program, the real work begins. Up to then he hasn't seen him nor called him for an appointment.

Likes Cold Canvass

Appointments are obtained in a very direct manner. Mr. Goldstandt simply calls the prospect on the telephone and asks for the privilege of an interview. Or he makes a cold canvass call—and this is the method he likes best. Describing his procedure, he said: "I walk into a man's office and ask him for the privilege of an appointment within two or three days. I have learned from years of experience with wealthy men that attempting to sell on the first interview is not good."

When Mr. Goldstandt is working through an accountant or an attorney he tries to get either one to call the prospect for him and make an appointment. This, he explained, is a very simple way of getting the sales ideas over and one which will not meet with any resistance.

"Keep the proposal simple," is Mr. Goldstandt's advice. "Fancy proposals, in my experience, are not the thing to present. I have closed many cases using the memorandum pad from the top of the desk as my proposal."

policyholders, repliers to previous letters, friends, relatives, etc. A specially designed prospecting sales talk is used to obtain names of people for direct mail circularization purposes.

Guide to Women's Market

A guide to the women's market was offered by Mrs. Edith Logan of Boston. Young widows carrying on small businesses left by their husbands, constitute an important group of prospects, according to Mrs. Logan. Such a woman likes the realization that she has some qualifications that are of monetary value.

Women doctors offer little resistance. They are intelligent enough to know they haven't time to study how to invest money and they will accept a life insurance company's promise to return their savings to them at the time and in the way most suited to their needs. They readily agree with you that they have heard so many doctors talk about their stock market losses.

Women accountants, women head bookkeepers are uncommonly good prospects. They can save more money than the front office receptionist who must look smartly dressed. Social workers offer a good field, because they know by constant observation the financial condition of those who never planned. Doctors' assistants and personnel employees are also receiving constant object lessons by their contact with people who have no money to pay for treatment or who are seeking jobs they are too old to fill. Office managers, many of whom are women, also take a retirement appeal seriously. Most of them have personnel problems which cannot be solved because the "fussy bookkeeper with forty years of accuracy behind her, the secretary who is becoming uncooperative" cannot be retired because they haven't saved enough to live on.

Dependent Wives Buy

A lucrative but neglected women's market is composed of dependent wives. Mrs. Logan said that when she delivered a \$10,000 policy she had sold to a woman of 50 her client said, "You were the first person who ever thought I was economically worth anything. My husband always gave me everything I wanted, but this retirement policy was the first property I have ever owned." Pointing out that many married women plan their housekeeping allowances with a margin for saving, Mrs. Logan said: "Many women have their own savings, generally in the bank. Give them the idea that by transferring some of it to the life insurance bank, they will have their own income so that after retirement, they can buy that Christmas or birthday gift for their husbands with their own money."


Many widowed young grandmothers respond to the appeal of an educational fund for a favorite grandchild. One of Mrs. Logan's clients is a grandmother who has assured an education for each grandchild with separate \$10,000 policies set up for that purpose.

Hardest to sell of all women prospects are the young married women. Said Mrs. Logan: "They have never had trouble, they are always sure they could get a job. They always seem to have someone with whom they could leave their children if they were forced to go to work. To them I offer the suggestion that according to modern theory those children grow up happier and are less apt to be subject to psychiatric difficulties if the mother is at home during the first six years of childhood. A helpful statement is the fact that this same insurance will provide future income for the husband or that it may be the collateral to start him out on his own business."

No Need to Sell Group Idea


The idea of group insurance no longer needs to be sold. The agent's main problem now is to sell himself and his company, said Vice-president C. W. Wyatt. He said "group sales should be a supplement to personal insurance, not a substitute for it. The agent's bread and

(CONTINUED ON PAGE 28)




To the Career Underwriter


THE PAN-AMERICAN LIFE OFFERS...




A complete line of Policies on Participating and Non-Participating Plans.




One of the most liberal Agency Contracts in America.




A Recruiting Plan and Special Training for New Fieldmen.



A New System, relieving General Agents from detailed Agency Accounting.



Attractive and Effective Sales Aids and Policy Illustrations.



Prospects for Insurance furnished through a Proven System.

OVER THREE HUNDRED MILLION IN FORCE

For Information Address:
CHARLES J. MESMAN, Superintendent of Agencies

PAN-AMERICAN LIFE INSURANCE COMPANY

New Orleans, U. S. A.

EDWARD G. SIMMONS
Executive Vice-President
CRAWFORD H. ELLIS, President
KENNETH D. HAMER
Vice-Pres. and Agency Director



Chain Reaction

Salesmen of most commodities leave few enduring monuments to their accomplishments. The life insurance salesman, however, sets in motion a chain reaction which may continue dispensing good to generations yet unborn. The father whose foresight guarantees a college education for his son through life insurance, at the same time broadens the economic horizons of his grandchildren and their offspring. Engineering the release of this timeless, beneficent force is a special satisfaction of the career underwriter.

The HOME LIFE

INSURANCE CO. OF AMERICA

DANIEL J. WALSH
President
BERNARD L. CONNOR
Vice President and Secretary
CARL H. ANDERSON
Treasurer

EXECUTIVE OFFICES — PHILADELPHIA, PA.

DIRECT MAIL

"It is difficult to drive oneself to see a prospect who has not replied to a direct mail letter," said V. L. Minisci of Buffalo. "Nevertheless we know that as many sales are made to non-repliers as to repliers. We call on them and inquire as to whether or not they received a letter. This usually brings about a response from the prospect which can be used as a means of getting into a sales presentation." Telephoning for an appointment, in Mr. Minisci's opinion, is the best way of approaching a direct mail repplier and results in the most desirable kind of interview.

Mr. Minisci emphasized the importance of being consistent about mailing letters, pointing out the most successful users of direct mail are those who set about to send out a definite number of letters month in and month out. Doing the same thing over and over again is a requisite in the successful use of sales letters.

Of major importance, according to Mr. Minisci, is the selection of the list. He said the most effective lists are those obtained by actual prospecting for names for circularization, such as names obtained through centers of influence,

September 5, 1947
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Provident Mutual Life Men Gather

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holding his lantern high and looking for an honest man? A successful life underwriter holds a lantern high looking for life insurance situations; his lantern is the questions he asks, the things he hears. Curiosity is a continuous and never-ending thing from the time I get up in the morning until I go to bed at night. The people with whom I brush shoulders every day have a life story to tell. They will gladly tell it if I ask and if I will listen.

Must Protect Source

"Centers of influence are people who like you, believe in you, and think that you know your business to the extent that they will recommend you to other people. A center of influence is for you because he believes that you are sincere and will do a good job for the people to whom he recommends you. Make sure that when recommendations are made, you protect your center of influence. Many situations which are tipped to you will be confidential ones and it depends upon your diplomacy and protection of your source of information as to whether or not he will continue.

"Everyone of us likes to do business with the man who knows his business. We also like to do business with the man who makes us feel that he is sincere and is interested in us. If you doubt that, ask yourself sometime why you choose your family doctor.

"The life insurance man is today an important part of his community life. He is assuming daily, more and more, a professional position. Why is this? It is because his knowledge of taxes, estate planning, social security, investments, and human problems make him a person to be consulted wherever the problems of family security and old age retirement are present."

BUSINESS INSURANCE

D. H. Monahan, financial vice-president, pointed out a number of business insurance opportunities that are opening up under post-war conditions, and illustrated by case histories how cash surrender values of business life insurance could be of great help to corporations seeking credit.

"If life insurance owned by a corporation is assigned to the corporation's creditor it is entirely possible that the business can borrow funds at a lower interest rate because the business risk to the lender is less," Mr. Monahan said. "Interest rates represent in large part an appraisal of risk and the lower the risk the lower should be the interest rate.

"The impact of estate taxes is such as to cause people to think increasingly of problems pertaining to 'death and taxes'.

"Many concerns are being bought and sold today solely for tax reasons. Potential buyers often need to borrow money to help finance the purchase of going concerns. If life insurance is a factor in the picture the raising of funds is made much easier.

Net Worth Grown Amazingly

"To the extent that business insurance has been sold in the past to protect the net worth of the company, to that extent insurance should be reviewed again immediately. It is amazing how in the last two years the net worth of small companies has grown, largely because of unprecedented earning power. The corporate earnings have had to be retained in the business to meet expansion requirements. Thus, business insurance that was issued two years ago may be grossly inadequate today—a situation which may have been completely lost sight of."

Mr. Monahan particularly suggested getting in touch with friends and clients who are commercial bankers, public ac-

countants, or lawyers. They are in a position to know the financial problems of many small businesses. Also they will appreciate the agent's entrance into the picture because he has a service to render which may solve many of the problems of their clients, he said.

C. Sumner Davis, assistant manager of agencies, addressed the meeting on the subject of national advertising vs. direct advertising, and summarized the reasons why the company had turned from advertising in national media to direct mail, calendars, bi-monthly blotter service, booklets and leaflets, novelties, and other types of advertising which will help the agent sell and which will help build his prestige in his own community.

Agent Is Advertised

"Instead of advertising the company and the company's policies, we are advertising the agent himself wherever it is possible to do so," Mr. Davis remarked. "Except for the annual statement advertisement and our advertisements in the insurance journals, we have expended our advertising funds in boosting the agent where it will help him most. It is perfectly obvious that in every city represented in this meeting, you and other Provident agents are the company.

"This means that if we want to get our money's worth from our advertising dollars we will spend them by reaching directly the prospects of our agents. Any other prospects are useless. Not only that, but if the money is spent to boost the agent himself, then you have a productive advertising campaign."

Mr. Davis cited statistics showing by actual sales records the profits to the agent in making extended but intelligent use of the company's advertising material.

R. T. Wright, outstanding agent from Lawrence, Kan., described the company's previous convention at Banff, Canada, and advised his hearers to qualify for membership in the Round Table in order to attend the 1948 meeting to be held there.

W. K. Wise on Closing

Vice-president W. K. Wise brought the convention to an end with a talk entitled "Gadgets," but which covered many phases of the sales process. He emphasized the importance of letting the prospect buy rather than appearing to sell.

"The biggest single closing argument is age change. Why is it popular?" Mr. Wise asked. "Is the purchaser after a bargain? Possibly. Is he out to 'beat the company?' I am wondering.

"Maybe it gives him an opportunity to think he is logical when he isn't. Men don't like to be sold things. They like to buy things. It is quite likely that Joe Zilch says to himself, 'I don't like the idea of this agent forcing life insurance on me and I'm not going to give him the pleasure of thinking that he did. So I'll buy because my age changes tomorrow.'

"A smart salesman is the agent who says to his prospect 'Yes, it was very intelligent of you to plan for this insurance.'"

Actuarial Prizes to 17

Seventeen Canadian students who passed the early joint examinations of the Actuarial Society and the American Institute of Actuaries won prizes offered this year for the first time by the Canadian Life Officers Assn. D. S. Fraser, Stratford, Ont., D. B. Gillies and C. G. Lonergan, both of Toronto, won \$200 awards for making a creditable standing in the first three examinations. Twelve received \$100 prizes for high marks in either parts 1 and 2 or part 3. The \$50 awards went to two students in a special category who successfully completed the part 3 examination.



LIVE AND LET LIVE

is the policy of the Western Life. Exemplified, for instance, in this provision of an agent's contract: "Nothing herein contained shall prevent you from tendering an application to another company * * * if the prospect insists that it be placed with a certain, specified company."

The issuing company, we think, is secondary to a man's need for insurance.

WESTERN LIFE INSURANCE COMPANY

HELENA

Since 1910

MONTANA

Insurance in Force Over \$130,000,000

R. B. RICHARDSON
President

LEE CANNON
Agency Vice President

1907 — FORTIETH ANNIVERSARY — 1947

GENERAL
AGENCY OPENINGS
Texas Kentucky
Tennessee Georgia

OPPORTUNITY for qualified life underwriters

- Liberal Agency Contracts
- Complete line of Policies
- Up-to-the-minute aids in Recruiting-Training-Sales
- Close Home-Office cooperation

PROTECTIVE LIFE INSURANCE COMPANY

WILLIAM J. RUSHTON, President

BIRMINGHAM, ALA.



Insurance in Force over \$273,000,000

LEGAL RESERVE FRATERALS

W. O. W., Omaha, Field Men Meet in Chicago

OMAHA—Some 400 field representatives of Woodmen of the World Life in 30 states have qualified for the "all-expenses" trip to the annual field conference in Chicago Sept. 16-17. They exceeded the goal for new members enrolled and life insurance volume written.

Thomas R. Heaney, head of Catholic Order of Foresters and past president National Fraternal Congress, on behalf of Chicago fraternalists, and Foster F. Farrell, secretary-manager N.F.C., will extend welcome. The first evening session will be a closed meeting with initiation of a large class, and ritualistic ceremonies by the drill team and officers of the Woodmen camp of Columbus. The second day will be devoted to a refresher course in insurance salesmanship conducted by Alden C. Palmer, R. & R. Service, Indianapolis.

The national service committee of the society will hold its annual meeting the 16th to plan new society projects in civic and community services. State managers will meet Wednesday for a planning conference.

Some 2,000 members gave a week of their time and many hours of effort to a program of training and competition in drill at four district encampments held in July and August to train uniform rank companies in the semi-military drill, manual of arms and other exercises, and

build esprit de corps. One encampment was held Aug. 7-11 at Camp Couchdale, near Hot Springs, Ark., with Robert L. Forgan, Oklahoma City, a colonel in uniform rank and first adjutant general of the semi-military Woodmen organization when it was organized in 1901, as commander; another at Camp Light, near Zaleski, O., July 21-26, commanded by Col. C. G. Lamb, Madisonville, Ky. A third July 28-Aug. 2 at Camp Toccoa, Ga., with Brigadier General Barrington T. Hill, Wadesboro, as camp commander, and the fourth for all of Texas held at Camp Palacios, on Tree Palacios Bay, 111 miles southwest of Houston, with Col. M. O. Stephenson, Beaumont, as commander. A strictly military atmosphere was maintained, with reveille, inspection, military drills and maneuvers, athletic contests, etc., and on the final day presentation of trophies, ribbons

N. Y. Managers Find Many Good Men Are Available

NEW YORK — Recruiting here is on the upswing from the standpoint of both quantity and quality. General agents who have launched or are about to start recruiting drives are pleased with the prospective agents. One of the main factors behind this new, high quality trend in recruits is the high general wage scale prevalent throughout the country.

The agent entering into a training program is one who wants to sell life insurance and wants to be in the insurance business. He is not driven to it. It is no longer a last resort, to which he turns if his shoes are worn through, as he did during the depression years.

Recruits Like Job's Freedom

These new men are entering the insurance business because they like it. They like the freedom it affords and the opportunity for direct benefits from individual initiative. Many of them are so anxious to work for themselves that they are accepting less money in their training program and taking a cut in salary merely to enter the life field. These men do not seek immediate dividends in their work. They are building for a solid, secure future in work where they will be their own boss.

Despite high prevailing wages outside the industry, the general agents can select prospects with great care. They need not take poor material. Many of them are interviewing at great length applicants for training in the life field. These men are frequently called back for interviews three or four times before the general agent is finally satisfied.

Capitalizing on the opportunity to

and individual prizes to winners in military contests.

Kupiec Heads New Office

FLINT, MICH.—A district office of Independent Order of Foresters has been opened here at 1107 Downey street, with Henry Kupiec, Detroit, in charge. The office will have jurisdiction over all the counties in Michigan's "Thumb" district east of here. A sales division is to be organized here and the present Flint lodge, which now has 150 members, is to be expanded.

W. O. W. 6-Month Record

Setting a half-year production record, field representatives of Woodmen of the World Life registered an increase of 3,056 new applications. Increased volume of production as a result totaled \$4,317,588. New insurance totaled \$47,292,188 for the 39,594 new applications secured during the first six months. This was a 10% increase.

Agent Makes Sales to Husband Through Appeal to Wife

NEW YORK — A successful young life agent in New York City is capitalizing on the purchasing power of women and exploiting the male market with the use of a reverse twist. Explaining the logic behind his system, he said that before he had been in the field a year he knew that most masculine prospects were unwilling to close until they had gone home to "talk it over with my wife," and the agent had to explain his proposal twice to make a sale. Aware that husbands in most cases could not explain the insurance proposal well and that husband and wife together usually manufactured a negative attitude before the agent came to call and explain the proposal to the wife, this agent has been working all possible cases a different way.

First he approaches the husband and plants the seed of a need for insurance. Without bringing the prospect to the point where he might feel he should discuss the matter with his wife, the agent tries to get the information he will need to prepare a program. With this information he prepares his program and whenever possible, calls on his prospect at home, taking with him what the prospect may want to read.

Explanation to Wife Worth While

If husband and wife are home, the agent is ready to make his proposal and brochure of insurance information which explain the program he has prepared. When the agent finds the wife home alone, he leaves the insurance information and at the same time explains the insurance program to her. When he can explain the program to the wife and convince her of the benefits and advantages under the plan he feels that his sale is more than 50% made.

He has not yet attempted to close the application, but at a later visit he feels that he has an ally in the wife and he believes that with a normal prospect the wife constitutes more than half of the negative attitude. When the wife is convinced of the merits of the proposal and is not antagonistic this agent believes that few husbands will decline an opportunity to buy insurance. He believes that in most cases where an agent loses an application because of a wife, it is because she has developed misconceptions about the policy from her husband's explanation. He says that this attitude is doubly hard to overcome when the agent is trying to explain the policy to the wife and at the same time sell it to the husband.

When he is unable to explain the insurance program to the wife alone he tries to circumvent an explanation by the husband, suggesting that he be allowed to present the program to the wife with the husband, before husband and wife have discussed it together.

A LEGAL reserve fraternal life insurance society for all Lutherans on 3% American Experience reserve basis. Twenty-nine years old — \$175,820,660.00 in force. Mortality experience 1946—21.95%. Rate of assets to liabilities—108.70%.

Our new agents' contract, with retirement program, has been enthusiastically received by our agency force. You, too, will be interested.

Address your letter of inquiry to
THE SUPERINTENDENT OF AGENCIES

LUTHERAN BROTHERHOOD

LEGAL RESERVE LIFE INSURANCE FOR LUTHERANS

Herman L. Ekern, President
808 Second Ave. So., Minneapolis 2, Minnesota

"Since 1868"—the best in Life Insurance Service for Catholics

CATHOLIC FAMILY PROTECTIVE LIFE ASSURANCE SOCIETY
730 N. WATER STREET - MILWAUKEE 2, WIS.
Whole Family Life Insurance for Catholics

THE WOMAN'S BENEFIT ASSOCIATION
Founded 1892
A Legal Reserve Fraternal Benefit Society
Bliss West Miller, Supreme President
Frances D. Partridge, Supreme Secretary
Fort Huron, Michigan

Institute Course Syllabus

Insurance Institute of America has released a syllabus describing its correspondence courses for the 1947 school year. The courses are offered by many insurance societies throughout the country and also can be taken on an independent basis. Examinations are conducted and institute credit given to those who successfully complete the work. The office of the institute is at 80 John Street, New York, 7.

L. L. Butler with Manhattan

L. L. Butler has been appointed brokerage supervisor of the Robbins agency of Manhattan Life in New York City. He started in life insurance as a Metropolitan Life agent in Mount Vernon, N. Y. in 1932, later serving as instructor and assistant manager. He has been with Connecticut Mutual as an agent in Newark since 1943.

Lull Raps Compulsory Plans

MILWAUKEE — Compulsory federal health insurance was attacked by Dr. George F. Lull, Chicago, secretary and general manager of American Medical Assn., in an address before the annual convention of the American Pharmaceutical Assn. here.

"Voluntary health insurance can give better medical care to more people than can a regimented socialistic plan of national health insurance," Dr. Lull stated.

Reserve Life of Dallas has been licensed for life and disability business in California. Miss Hester Webb, San Francisco, insurance attorney, is named agent for service.

John Marshall of Chicago has entered Virginia.

1897



1947

50 Years of Praiseworthy Service

Life Insurance in Force \$38,500,000
Benefits Paid since Organization 24,000,000
Assets now more than 11,000,000

Liberal and attractive contracts for men and women as Field representatives in Illinois, Michigan, Minnesota and Wisconsin. Write for information.

EQUITABLE RESERVE ASSOCIATION

Life Insurance for Men, Women and Children
Neenah, Wisconsin



STAMATY

"HE TAKES SELLING OF EDUCATION POLICIES VERY SERIOUSLY."

Millionaire List Sets New Record

(CONTINUED FROM PAGE 2)

Mutual, Chattanooga; David Warshawsky, Reliance Life, Cleveland; Robert E. Watson, Occidental Life, San Francisco; Sidney Weil, Mutual Benefit, Cincinnati; Charles H. Weiss, New England Mutual, New York; Simon D. Weissman, Equitable Life, Boston; Alfred D. Whitaker, Massachusetts Mutual, Providence; Harry K. Wolkoff, Northwestern National, St. Paul; Brown C. Woodbury, New York Life, San Francisco; Harry T. Wright, Equitable Life, Chicago; Irvin Yoffee, Independent, Harrisburg, Pa.; Earl Zebley, Northwestern Mutual, Philadelphia; Herman A. Zischke, Union Central, Chicago.

Qualifying Members—Repeating

J. Miles Abell, Southwestern Life, Houston; J. Max Abramowitz, Reliance Life, Baltimore; D. Lee Ballard, New York Life, Augusta, Ga.; Charles S. Beck, Northwestern Mutual, Toledo; Samuel M. Barg, New England Mutual, New York; Robert O. Bickel, National of Vermont, Cedar Rapids, Ia.; Ralph G. Boshier, Jefferson Standard, Norfolk, Va.; Raymond H. Bradstreet, New England Mutual, Los Angeles; Fred Brand, Jr., Connecticut Mutual, Pittsburgh; T. James Brownlee, Equitable Life, St. Louis; M. Luther Buchanan, Massachusetts Mutual, Boston; H. R. Buckman, Old Line Life, Milwaukee; John D. Campbell, Massachusetts Mutual, Lincoln, Neb.; W. Roy Carrick, Aetna Life, Worcester, Mass.; Lee Caswell, George Washington Life, Munfordville, Ky.; Irwin M. Charlap, Sun Life, Philadelphia; Joseph J. Coburn, Massachusetts Mutual, Detroit; Warren F. Coe, Penn Mutual, Oshkosh, Wis.; Alvin H. Cohen, Northwestern Mutual, New York; J. Lowell Craig, Northwestern Mutual, Indianapolis.

Arthur C. Decker, Jr., Great Southern, Shreveport, La.; R. B. Dinsmore, Provident Mutual, Princeton, N. J.; Francis B. Donovan, Northwestern Mutual, Peterborough, N. H.; Malcolm G. Drane, Northwestern Mutual, New York; Miss Ethel N. Elmer, Independent, Chicago; Ralph G. Engelsman, Penn Mutual, New York; Duncan J. Finlayson, Standard Life, Toronto; Frank P. Fonvielle, Phoenix Mutual, Oklahoma City; David A. Freedman, Equitable Life, New York; Frank H. Fuhrman, Connecticut General, Reading Pa.; Alex J. Geisenberger, Connecticut Mutual, Dallas; Milton A. Goldstandt, John Hancock, Chicago; Aaron B. Goldstein, Metropolitan, Roxbury, Mass.; Theo. M. Green, Massachusetts Mutual, Oklahoma; H. R. Grobe, Great Southern, Houston.

Henry E. Haiman, Northwestern Mutual, Cleveland; Lewis H. Hall, George Washington Life, Elizabethtown, Ky.; Ralph W. Harbert, Northwestern Mutual, Battle Creek; James G. Harding, Northwestern Mutual, Portland, Ore.; Carl E. Harris, Equitable Life, Chicago; Rolla R. Hays, Jr., New England Mutual, Los Angeles; Samuel Helfetz, Mutual Life, Chicago; Edward E. Henderson, Pacific Mutual, Chicago; John D. Hibbard, Mutual Benefit, Grand Rapids; C. V. Hickman, Northwestern Mutual, Eugene, Ore.

Robert C. Holland, New York Life, New York; Frank R. Horner, Northwestern Mutual, Madison, Wis.; John R. Humphries, Provident Life & Accident, Chattanooga; Edward D. Husted, Aetna Life, Toledo; George W. Jacobson, Northwestern National, Minneapolis; Nathan S. Jacobson, Reliance Life, Baltimore; W. Hollis Jenkins, Massachusetts Mutual, Los Angeles; William E. Johnson, Jr., Mutual Benefit, Boston.

Don C. Kite, New York Life, Morgantown; A. H. Kollenberg, Mutual Benefit, Grand Rapids; J. Gibbs LaMotte, Massachusetts Mutual, Baltimore; Walker Laramore, Penn Mutual, Miami; Matthew J. Lauer, Continental American, New York; Thomas A. Lauer, Northwestern Mutual, Joliet, Ill.; Rudolf Leitman, New York Life, Detroit; Sidney E. Leiwant, Crown Life, Newark; Walter B. Lichtenstein, John Hancock, Indianapolis; F. Jean Little, Independent, Detroit; Ralph E. Loewenberg, Massachusetts Mutual, New York; Isaac Loskove, State Mutual, Memphis; Eugene T. Lothgren, Northwestern Mutual, Providence; William V. Lurie, New York Life, Brooklyn.

William H. McCoy, New England Mutual, Detroit; Ben S. McGilveran, Northwestern Mutual, Chicago; Lantz L. Mackey, Home Life, Detroit; Henry L. Maltenfort, Northwestern Mutual, Chicago; Edwin O. Martin, Provident Life & Accident, Chattanooga; Stanley E. Martin, State Mutual, Dallas; Charles S. Miller, Lincoln National, Tyner, Ind.; Charles Moore, Connecticut Mutual, Memphis; J. Perry Moore, Great Southern, Houston; Leonard Mordcael, Northwestern Mutual, Boston; Sam Morris, Union Central, Springfield, Ill.; Franklin A. Morse, Northwestern Mutual, South Bend, Ind.; Cecil W. Murray, Great Southern Life, Huntsville, Tex.; Magnus B. Norman, Jefferson Standard, Denver; Barney Nuell, Connecticut Mutual, Los Angeles; Jack G. Oltorf, Republic National, San Angelo, Tex.; Albert M. Otterbourg, Northwestern Mutual, New York; Herman H. Oxman, New York Life, New York.

Albert M. Palmer, Massachusetts Mutual, Miami; Charles R. Phelps, Mutual Benefit, Sacramento; Walter M. Pierce, Massachusetts Mutual, Miami; Ernest M. Pomerantz, Sun Life, Philadelphia; R. Joyce Portnoy, Massachusetts Mutual, St. Louis; Carl D. H. Prussing, Connecticut General, Philadelphia; Alfred Pugno, Mutual Life, Fremont, Mich.; Henrikas Rabinavicius, New England Mutual, New York; Lloyd Ramsey, State Mutual Life, Memphis; Eugene Rappaport, Pacific Mutual, Chicago; Chester G. Raymond, National of Vermont, Tacoma, Wash.; John K. Rickard, Northwestern National, Hutchinson, Kan.; C. Rigdon Robb, Northwestern Mutual, Chicago; Clarence W. Robbins, Atlas Life, Albany, Ore.; Mitchell M. Rosser, Phoenix Mutual, Boston; Albert G. Ruben, Mutual Benefit, Los Angeles; Frank J. Rubenstein, Equitable Life, Baltimore; Sam H. Rumph, Northwestern Mutual, Atlanta; Edward Russo, Northwestern Mutual, Baltimore; Allen Rutledge, Jr., Lincoln National, Washington.

W. Franklin Scarborough, New England Mutual, Ridley Park, Pa.; Charles Schiff, Mutual Life, New York; Charles E. Seay, Southwestern Life, Dallas;

Life Companies Invest Heavily in Business, Industry

Securities of American business and industry represented nearly half of all new investments made during the first half of this year by the U. S. life companies, the Institute of Life Insurance reports.

Stock-Bond Purchases

The half year purchases of stocks and bonds of U. S. business and industry totaled \$1,897,000,000, which was 26% more than in the first half of 1946 and 39% more than in the first half of 1945. Life company holdings of such securities at mid-year amounted to \$13,926,000, a new high representing 28% of the total assets of all companies. These holdings were \$1,440,000,000 greater than at the start of the year and \$2,841,000,000 more than at mid-year, 1946.

Mortgages were net in bulk in the life insurance companies' purchases in the first half of the year, acquisitions in the first six months being \$1,194,000,000 or 75% more than the mortgages acquired in the first half of last year. Mortgage holdings of the life companies reached a new high at \$7,682,000,000, one billion dollars more than holdings at mid-year in 1946.

Premiums Now \$6 Billion

American families are this year putting 40% more into the purchase and maintenance of their family protection through life insurance than they did in 1941 and in return have 44% more life protection, the Institute of Life Insurance reports.

This is indicated by the current flow of premium payments which are running at an annual rate of more than \$6 billion, compared with \$5.7 billion in 1946 and \$4,079,739,000 in 1941.

Convention Dates

Sept. 8-10, Bureau Personal A. & H. Underwriters, annual, Lake Morey Inn, Fairlee, Vt.

Sept. 4-6, International Assn. of Insurance Counsel, Spring Lake Beach, N. J., Monmouth Hotel.

Sept. 15-17, International Claim Assn., New Ocean House, Swampscott, Mass. ference, annual, Cape Cod, Mass.

Sept. 29-Oct. 3, National Fraternal Congress, annual, Hotel Statler, Detroit.

Oct. 2-4, Institute of Home Office Underwriters, annual, Edgewater Beach Hotel, Chicago.

Oct. 6-10, American Life Convention, annual, Edgewater Beach Hotel, Chicago.

Oct. 13, New Jersey Life Underwriters, annual, Hotel Traymore, Atlantic City.

Oct. 23-26, Life Advertisers Assn., annual, Chateau Frontenac, Quebec.

Nov. 12-14, Life Insurance Agency Management Assn., annual, Edgewater Beach Hotel, Chicago.

Dec. 10-11, Assn. of Life Counsel, annual, Waldorf-Astoria Hotel, N. Y.



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Orr Heads New Life Underwriter Training Council

(CONTINUED FROM PAGE 1)

tion of the American College. The course will be of a practical nature, vocational rather than academic. Its primary emphasis will be on the development of skills and the use of knowledge, rather than on the acquisition of information alone. The council course will begin with the prospect and the insurance situation in all cases.

Year for Each Section

The council course will be composed of two sections of 25 weekly class periods of two and a half hours each, one section to be completed each year. This means a total of 62½ hours per year, and 125 hours for the two-year course. Class meetings, which will probably be limited to 25 students, will consist of lectures, discussion and classroom demonstration.

All phases of the agent's job, at increasing levels of complexity and with the introduction of new subject matter, will be covered in the new course. Each section will have five subdivisions. The scope of each section, following an introduction into the philosophic background and economic functions of life insurance in section 1, and in the personal and business uses for life insurance in section 2, will include problems of the client, market analysis, mechanics and techniques, sales methods, and the agent as a businessman. These will be developed concurrently to indicate horizontal relationships and periodic summaries will be used to integrate vertically the material in each section.

The first section of the council course will not be available nationally until late in 1948 and at that time local and state associations able to meet the council's requirements will be offered an opportunity to assist in inaugurating a course in their localities. The council will give a series of courses in section one this fall. These courses will be conducted in New York City and Newark. These cities were chosen as being convenient to headquarters, in order that Mr. Zalinski may give them his personal direction while developing section 2 and preparing plans for expanding the course to cover the country.

There will be three classes in New York, each limited to 30. L. E. Bottens, Teachers Insurance, is in charge of enrollment in New York and C. W. Mercer, general agent Massachusetts Mutual Life, in Newark. The New York City course is being sponsored by the New York City Life Underwriters Assn., the Life Managers Assn. and the New York C.L.U. chapter. The New York classes will begin Oct. 27, Nov. 12, and Nov. 21.

Institute Survey Shows Employee Training Needed

(CONTINUED FROM PAGE 1)

ing Dr. David McCahan, chairman; Dr. S. S. Huebner, Dr. Harry J. Loman and Dr. G. Wright Hoffman. The Insurance Institute was represented by James A. McLain, chairman, John H. Grady, Edward H. Kingsbury, John A. North and Prentiss B. Reed.

Of companies reporting, 135 or 65% conduct formal courses for sales personnel, offering a total of 312 courses. Sales personnel in the survey included agents, supervisors, managers and general agents. Of the 312 courses, 29 are for those who supervise and the remaining are for the sales force itself.

The survey groups agents' courses into "elementary," courses which train for passing state examinations and "specialized," courses aimed at helping a relatively new agent become a career man. There were 56 companies offering an elementary branch office course with 32 offering an elementary home office course and 83 offering corre-

spondence courses. In the specialized group, eight offered home office courses, 10 companies offered branch office training, 11 gave traveling field training and 46 offered correspondence courses.

The report comments that the correspondence and reading courses are not, as a rule, company propositions and that the majority of companies use the three training courses each offered by THE NATIONAL UNDERWRITER Co. and the Insurance Research & Review Service. The survey comments, "within the correspondence course group, it is interesting to note that greater reliance is being placed on courses written by non-company organizations. The number of company courses has decreased in recent years and the number of companies using other than their own courses has increased."

The survey revealed wide variety in training by branch managers and general agents. A large proportion of the companies did not reply to these questions and 58 out of the 209 life companies stated there was no training in branch offices. That some field offices are doing an outstanding job in training agents was revealed by 40 companies, of which 26 revealed the names of 54 managers. A followup questionnaire was sent to each of these managers and 15 replied, but there was such a variety that to find a pattern among the data is virtually impossible, according to Mr. Kip. The approaches, tools and training philosophies of the managers were extremely divergent.

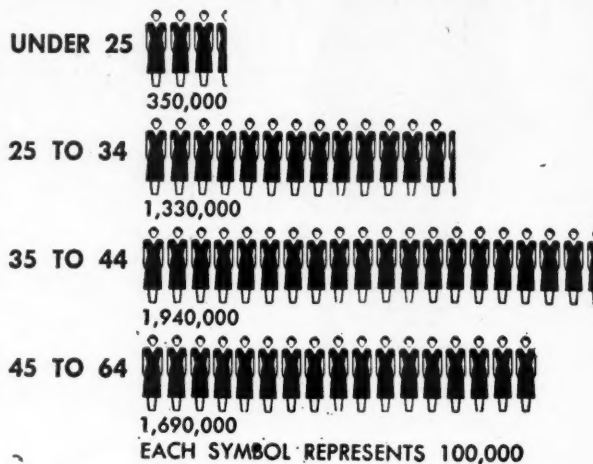
Many New Million Dollar Round Table Qualifiers

(CONTINUED FROM PAGE 8)

nona, Tex.; Ed E. Sammons, Southwestern Life, Dallas; Robert L. Scharff, Northwestern Mutual, St. Louis; Erhardt G. Schmitt, Aetna Life, New Haven; Arthur Schoen, Massachusetts Mutual, New York; H. Karl Schuetter, Northwestern Mutual, Appleton, Wis.; Leroy R. Schultz, Northwestern Mutual, Norristown, Pa.; Leon Schwartz, Security Mutual, New York; Walter A. Schworm, Mutual Benefit, Buffalo; George S. Severance, Ohio National, Chicago; Albert B. Sherman, Northwestern Mutual, Poughkeepsie, N. Y.; Edwin P. Short, Connecticut Mutual, New York; James L. Shuster, Penn Mutual, Grand Rapids; Roy D. Simon, Penn Mutual, Chicago; Samuel M. Sitomer, Union Central, New York; Louis P. Small, United Life & Accident, Worcester, Mass.; Clarence E. Smith, Northwestern Mutual, Chicago; Harry L. Sommer, Northwestern Mutual, Omaha; William T. Spencer, American National, Lawton, Okla.; Daniel Spooner, Home Life, New York; Frankland F. Stafford, State Mutual, New York; William E. Stanley, Lincoln National, Wilmington, N. C.; Lewis T. Stearn, Northwestern Mutual, Minneapolis; Julius A. Stein, Independent, San Antonio; G. Gustav Steiner, Aetna

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John Hancock Mutual Leaders Tell Methods

(CONTINUED FROM PAGE 24)

butter is in the sale of ordinary insurance. Group is the caviar and champagne."

As an example of cases where ordinary led to group and group to ordinary, he recounted the experience of an agent who wrote a small group policy and a few years later closed \$100,000 personal insurance on the president of the firm and \$200,000 each business insurance on the three principals. In another case the situation was reversed. The agent wrote \$75,000 ordinary on the president and within a short time closed the company's group business.

"Both among employers and employees group insurance is a prestige builder," said Mr. Wyatt. "It promotes recognition by the employer of the agent as an authority on life insurance and it breeds confidence in the agent on the part of the employee."

Benefit Payments Are \$1½ Billion in Half Year

Payments to American policyholders and beneficiaries by the life insurance companies topped \$1½ billion in the first half of this year, the Institute of Life Insurance reports.

"PRICES" ON LIFE INSURANCE HAVE NOT SKYROCKETED . . .

There really is no such thing as the "price" of Life Insurance, because part of the premium goes into the reserve and becomes savings, . . . and, anyway, it is almost impossible for anybody to pay more in premiums than they or their beneficiary will some day receive under a policy of Life Insurance, so actually most Life Insurance, in the long run, costs nothing.

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A. R. JAQUA
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"We have used the D.L.B. Agent's Service in each of the eight Basic classes in Insurance Marketing we have conducted—four at Purdue University and four at Southern Methodist University.

"The students use the service for reference pretty much throughout their first year.

"It is astonishing how much information and how much selling procedure there is in those three red volumes."

Signature

The University of Connecticut



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"We find the three volumes of the D.L.B. Agent's Service a veritable storehouse of information to which the inquiring mind may be directed and is directed by us when each new phase of inquiry develops in the classroom.

"To make more effective their newly acquired skills and to provide the student with a greater ease in hunting up answers and problems, we use the Manual, and require the student, during the Basic 'field period' to send in 3 lessons per week for the first 13 weeks and the final lesson on the 14th week.

"The men are very high in their praise."

Signature

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